

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 6.

NEW YORK AND CHICAGO, AUGUST 5, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

"GET TOGETHER"

Office Furniture Men Hold a Meeting and Favor a National Association To Meet Again in Buffalo in October.

"GET together" was the slogan of the representatives of office furniture concerns at their meeting in Bauman's cafe, Grand Rapids, Mich., on Friday of last week when preliminary steps were taken towards organization of these factors in the business world.

It was decided that organization of the office furniture concerns into an association for co-operative effort to promote mutual welfare would be desirable, that another purpose should be to better conditions generally for the industry represented and also to educate the public in the utility of modern office equipment.

Through the medium of such an organization the Grand Rapids market is likely to receive a boost. But foremost co-operation, that tendency of modern business, is the primary object of the proposed office furniture concerns association.

NEW NAME IS SUGGESTED.

Further work will be taken up at a meeting in Buffalo in October. Then it is expected the association will be perfected and named. A name suggested at the meeting last evening was the National Association of Office Furniture Manufacturers. A committee consisting of Frank Morse of the Brown-Morse Company, Muskegon, and George F. Stevens, of the Moon Desk Company, Muskegon, and Wesley A. Stanger, of Chicago, was appointed to further the interests of the proposition.

The committee will carry out the plan outlined for securing the organization for co-operative effort and concerted action for boosting the office equipment business, educating the public and also providing for the Buffalo meeting in the fall. Besides business on this occasion it is proposed to

devote a couple of days to entertainment of the delegates.

MAY HAVE CENTRAL EXHIBIT.

As to exhibiting, it will be decided whether the office furniture men shall exhibit at a central point or not. Whether they shall exhibit in Grand Rapids twice a year or once a year, with exhibitions in New York, Chicago and other points, such as Cincinnati. Should it be decided to exhibit here twice a year an effort will be made to have a building devoted entirely to the exhibitors of office furniture. Also an effort will be made to increase the number of buyers of office outfits.

It is pointed out that this season but 100 buyers of these goods were present. Grand Rapids stands a chance, therefore, of having a much larger representation of exhibitors of office outfits, with consequent help to the market.

THOSE PRESENT AT THE MEETING.

Grand Rapids men present at the meeting were: O. H. L. Wernicke and L. C. Covell, of the Macey Company; George A. Davis, of the Stow & Davis Company; Isaac Wagemaker, of the Wagemaker Company; H. Parker Robinson, of the Michigan Desk Company; Don A. Cawthra, of the Sterling Desk Company; C. I. Buell, of the Valley City Desk Company, and J. Arthur Whitworth, of the Michigan Desk Company. Out-of-town men were: M. J. Cowles, Marble Chair Company, Bedford, Ohio; Russell Taylor, National Desk Company, Herkimer, N. Y.; J. P. Sharpe, Office Outfitter, Chicago; H. P. Rockwell, Yawman & Erbe, Rochester, N. Y.; F. Vaughan, Wabash Cabinet Company, Wabash, Ind.; F. A. Westlake, Milwaukee Chair Company, Milwaukee, Wis. From Muskegon: F. C. Morse, Brown, Morse & Co.; C. E. Wilson, Shaw-Walker Company; Louis F. Haight, Muskegon Office Cabinet Company, and George F. Stevens, Moon Desk Company.

It's not all in a big bulk of sales. Unless the total expenditures are well within the total profits gross, you are wasting time running the business.

PENCIL WOOD

A Substitute for Cedar Has Not Yet Been Found—Not Planted for Commercial Purposes, Hence Its Scarcity.

IN Bulletin No. 95, just issued by the Forest Service, and entitled "Uses of Commercial Woods of the United States," the subject of lead pencils in connection with the supply of red cedar is gone into at some length.

CEDAR THE BEST PENCIL WOOD.

"Red cedar," says the report, "is the best pencil wood. Pencil manufacturers procured it in the United States one hundred years ago, though at that time the wood was so abundant and the demand for pencils so much that the cut for that purpose was almost negligible. The makers of pencils in Germany took measures long ago to provide this wood without the expense, trouble and uncertainty of importing it, and planted red cedar. The plantings have thrived, but they fall short of furnishing European manufacturers what they need of the wood, and the United States is still called upon to furnish the principal supply.

HIGH PRICE FOR CEDAR.

"Though red cedar was one of the earliest trees to claim the attention of foresters in this country, it has not been much planted for commercial purposes, and the natural growth is depended upon to meet the demands. Pencil manufacturers can afford to pay higher prices for good cedar than most other manufacturers, and in consequence the choice wood goes to them. They often buy it by weight, and the price ranges from 30 to 40 cents a cubic foot, or about one cent a pound. The annual demand in this country reaches 110,000 tons, which makes 320,000,000 pencils. The cost of the cedar per pencil is about three-fourths of a cent. This is because as much as three-fourths of the pencil wood purchased never actually enters a pencil, but goes to the waste heap, or

(Continued on page 13.)

BLOCK CALENDARS

The 1912 Line of the Marcus Ward Company, Is Equal, if Not Superior, to Any the Company Has Produced.

Marcus Ward, of Belfast, Ireland, was the originator of the description of calendar known as the "Block Calendar" with daily leaflets on which are printed quotations from various authors for every day in the year.

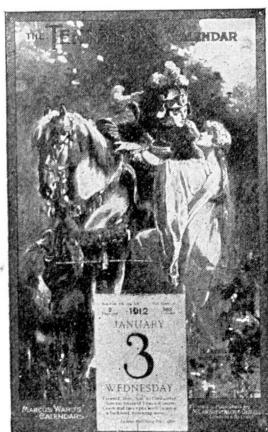
The company's line of block calendars



for next year embraces nine varieties. The mounts are lithographed in thirteen colors and gold, the designs being by artists of the first rank, and each design is appropriate to the particular calendar. On the back of the mount is printed a complete calendar for the year, together with postal and other valuable information.

THE SHAKESPEARE CALENDAR.

The oldest title of the series is Marcus Ward's "Shakespeare" calendar, which has been issued annually for the past forty years. On the mount of this calendar for 1912 is a scene from "Romeo and Juliet" illustrating the words

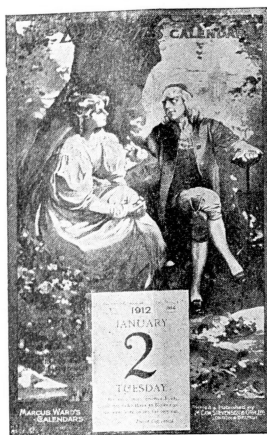


"If I profane with my unwortheist hand
This holy shrine, the gentle fine is this:
My Lips, two blushing pilgrims, ready stand
To smooth that rough touch with a
tender kiss."

The daily leaflets contain appropriate quotations from "The Immortal Bard" for every day in the year.

THE TENNYSON CALENDAR.

The "Tennyson" calendar depicts a scene



from "Geraint and Enid" illustrating the words

"He turn'd his face and
Kissed her climbing."

There is a quotation from Tennyson suitable for every day on the leaflets.

THE DICKENS CALENDAR.

The "Dickens" calendar portrays a scene from "Martin Chuzzlewit" illustrating the passage



"Think and speak and act, for once, like an accountable creature."

The leaflets have familiar words of Dickens for each day.

THE LONGFELLOW CALENDAR.

The "Longfellow" calendar has only been issued for the past five years, but it already is a great favorite, particularly in this country. On the mount is the familiar scene of the "Village Blacksmith" at his forge, described by the poet in his own words as follows:

"And children coming home from school
Look in at the door;

And catch the burning sparks that fly
Like chaff from a threshing floor."

Suitable quotations from the poet are found on the daily leaflets.

THE EVERY DAY CALENDAR.

The "Every Day" calendar has always been a favorite, as the quotations on the leaflets are not confined to any one author, but are selected from the best writings of well-known English and American authors. The mount is of heavy board, beveled, and in the center is a medallion portrait of a beautiful maiden of the Colonial days enclosed in a delicate gold frame.

DAILY WORK CALENDAR.

The "Daily Work" calendar contains similar quotations to the "Every Day," but



on the mount is a beautiful "Harvest Scene" with a fair country girl returning from her work in the field in the foreground, and some of her companions calling to her from behind.

"Day unto Day" is the title of a sacred calendar with texts from Scripture for each day in the year. The scene on the mount is from the book of "Esther, V 2," illustrating the words

"So Esther drew near, and touched the top of the scepter."

The King of Assuerus is receiving her in all the royal splendor of his court.


OUR DAILY GUIDE.

"Our Daily Guide" is another calendar



with Bible quotations, but on the mount is a beautiful "Country Scene," with a thatched cottage in the foreground and the spire of an English church showing in the background.

(Continued on page 6.)



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts U.S.A.

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



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Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

Artists' Materials and Draughtsmen's Supplies

Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating. Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.



BLOCK CALENDARS*(Continued from page 4.)*

back, while children may be seen wending their way along the country lane to the church.

The above embraces all the calendars with daily quotations, but there is another in the series entitled "Today," which is especially suited for use in the office or library. The dates on the leaflets are printed boldly in red ink, and there are space for memoranda at the bottom of the leaflets on which engagements, etc., can be noted in advance. The design on the



mount is of a decorative nature, and the calendar for the whole year is printed on the face of the calendar where it is always available for reference.

ALL "MADE IN IRELAND."

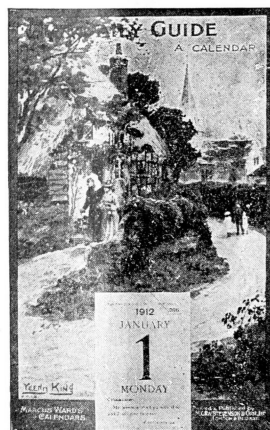
All Marcus Ward's calendars are printed in Belfast, Ireland. Marcus Ward was the first to introduce lithographic printing on calendars and stones in Ireland, and the color printing of the Marcus Ward calendars has always been kept up to the highest level of artistic merit. The line for 1912 is equal, if not superior, to any that the Marcus Ward Company has

hitherto produced, and that this is the verdict of the trade is borne out by the heavy



sales which have already been made on the advance samples.

Any dealer who has not yet placed his order for the Marcus Ward block calendars will do well to communicate with Marcus Ward Company, 116-124 Thirty-ninth street, Brooklyn, N. Y., at an early date to insure getting supply, as it is usual for



the stock to be depleted by December 1 or earlier.

Ten Reasons for Home Buying

1. Your home merchants can duplicate the prices made by any responsible concern anywhere on goods of equal quality, in the same quantities and on the same basis of delivery and payment.

2. You can examine your purchases in the home stores and be assured of satisfaction before investing your money.

3. Your home merchants are always ready and willing to make right for any error or any defective article purchased.

4. Your home merchants help support, through direct and indirect taxation, your schools, churches, libraries and other public institutions.

5. Your home merchants help make a good local market for everything you have to sell, and that market—more than any other factor—gives your land its present value.

6. Your home merchants are your good friends, ever ready to extend a helping hand in time of need.

7. If this community is good enough for you to live in and make your money in, 'tis good enough to spend it in.

8. The best citizens in this community are those who believe in and practice home patronage. Be one of the best!

9. Merchants in the distant city give you nothing valuable that the home merchants cannot, and will not do for you many things the latter do gladly.

10. Every dollar kept in circulation in this community helps increase property values. Every dollar sent out of this community that could as well be spent here hinders the wheels of progress and helps to build up some other community at your expense.—From Omaha Trade Exhibit.

Don't be too easily satisfied with location, receipts, service or anything connected with the success of your store.

Subscribe for THE STATIONER—It pays.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES WHITING PAPERS ARE STANDARD

THE COMPLETE LINE

of Whiting's Standard Papers thoroughly covers the wants of those catering to the best trade. It comprises Fine Correspondence, Wedding and Mourning Stationery, Visiting Cards, Papeteries, Typewriter Papers and Tablets in a variety broad enough to supply every requirement.

Out of town buyers are cordially invited to call, and a visit to our salesroom will in itself prove a liberal education to the stationer who has not seen this season's novelties.

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New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

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MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY, NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

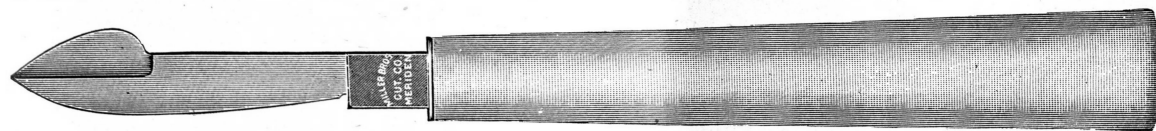
DOES THIS INTEREST YOU?

We carry over

25,000 DIFFERENT ITEMS

in general line of stationery and office supplies. Place your orders with us for **prompt** and **efficient** service. We solicit your patronage.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

1840



1911

BLANK BOOKS BEARING THIS
TRADE MARK CANNOT HELP
BUT INFLUENCE TRADE, BE-
CAUSE IT REPRESENTS THE
BEST—

SHAW'S

Ask any First Class Stationer

The J. G. Shaw Blank Book Co.

261 - 267 Canal Street, New York

1840



1911

TYPEWRITER RIBBONS FOR ALL MACHINES



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Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

311 St. Clair Ave., N. W.

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Don't Hesitate

U. S. Treasury

Ledger and Fountain Pen Inks

Mucilage
and Paste

Are Made To Satisfy You
and Your Customer

Wm. A. Davis Co., Mfrs.
Boston

MILES S. RICHMOND, TREAS.

GOOD FALL SEASON

Conditions in Canada Point to an Active Trade in Stationery and Other Lines
—New Stores—Personal Mention.

(From Our Regular Correspondent.)

TORONTO, July 31, 1911.—Canadian jobbing houses are now beginning to ship out school supplies for the approaching season. Rural schools open about the middle of August, and city schools early in September. The supplying of these schools with all necessary equipment forms one of the most profitable branches of the Canadian retailer's business. While he has been deprived to a certain extent of the sale of school books by a Government policy which has placed the publication of the most important text-books in the hands of a department store with a huge mail order business, still in the more profitable supply trade he finds plenty of opportunity to make money.

THE OUTLOOK PROMISING.

Crop conditions in the West were never better, and all conditions point to a splendid Fall season in all lines of trade. There is a natural quietness at present, due to the holiday season, and members of the trade are taking advantage of the lull to get in a few weeks vacation. Practically all travelers are off the road. With the exception of the Crow's Nest District in British Columbia, where a coal miners' strike is in progress, buying for Fall has been entirely satisfactory.

The serious forest fire early in the month which destroyed the towns of Cochrane and Porcupine, in New Ontario, wiped out the two stationery stores that did business in the two places—the Carter Stationery Store in Cochrane, and Charles See's stationery store in South Porcupine. The proprietors of both businesses are re-building, and have been in Toronto ordering new stocks. This is the second time within a few months that Mr. Carter has been burned out.

D. J. Young & Co., of Calgary, Alta., have remodelled their store since selling out their book stock, and are now doing a purely commercial stationery business in greatly improved premises.

A NEW STORE IN CALGARY.

Western travelers returning to headquarters in Toronto state that there is a prospect of a new jobbing house being located in Calgary, but further particulars are indefinite.

R. J. Plaskett, who is a member of the firm of Copp, Clark Co., Toronto, wholesale and manufacturing stationers, and represents them in Western Canada, was married in Winnipeg on July 28.

The western representative of the W. J. Gage Company, Toronto, George McLeod, was also married quite recently. He will

take up permanent quarters in Vancouver, and live there.

The premises of the Copeland-Chatterson Company, on Queen street, Toronto, were damaged by fire on July 14 to the extent of \$10,000. This firm are large manufacturers of loose leaf goods, with factory at Brampton, Ont. Their city office is now located in temporary premises in the Manning Building.

Fire also did considerable damage to the premises of the Central Electric and School Supply Company, Adelaide street, Toronto, on July 26, the loss being also about \$10,000.

The month's fire record also includes a blaze in the building of T. N. Hibben & Co., Victoria, B. C., where, on July 8, paper stock was destroyed to the amount of \$500.

The Office Specialty Company, Toronto and Newmarket, have been awarded the contract for supplying the Census Bureau at Ottawa with 8,500,000 cards for tabulating the results of the census of 1911, which has just been taken. The company has installed additional machinery to handle the order.

F. E. Osborne, one of Calgary's leading stationers, has been spending a month at his old home in Belleville, Ont.

E. Stedman, of Stedman Brothers, wholesale and retail stationers, Brantford, Ont., is off on a round trip to the coast, going by the Canadian route and returning by the American route.

G. M. Standing has opened a new book and stationery store in Aylmer, Ontario.

G. W. Baker has sold his stationery store at Prince Albert, Alta., to James M. Merritt, who will manage the business himself.

Menzies & Company have been appointed Canadian selling agents for J. Morton, New York, manufacturer of gold fountain pens.

STATIONERS IN MOTOR ACCIDENT.

A serious motor accident, in which a couple of members of the Canadian stationery trade figured, occurred near Canastota, New York, on July 20. George McLeod, of McLeod & Allen, Toronto, was touring with a party of friends, including B. G. Hay, Canadian representative of the Eaton Crane & Pike Company, and F. Waterman, of Grand & Toy, Toronto. In turning out to pass another machine on a curve, McLeod's motor ran into a tree, throwing the occupants out and seriously injuring Mr. McLeod and Mr. Grossett, of Grossett & Dunlap, New York. Messrs. Hay and Waterman escaped without injury.

THE ANNUAL FAIR IN TORONTO.

The Canadian National Exhibition, which is held annually in Toronto, and has attained considerable prominence, will be opened this year on August 28. While very few of the stationery manufacturers make exhibits, fair time is always a busy season for them, as members of the retail trade

from Atlantic to Pacific crowd into the city, taking advantage of the cheap rates on the railroads to do their buying for Fall.

W. A. C.

View Business From a Distance

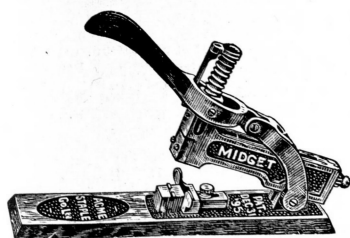
When it comes to sizing up his own business many a merchant is in the same position as a man who would try to judge one of Raphael's paintings by gluing his eyes to the canvas. He is very close to it, 'tis true, but so close that he can't see anything, says a writer in Stoves and Hardware Reporter. His range of vision comprehends but a mere speck upon the panorama of his business horizon. He would like to grace the commercial world with his presence, but he refuses to allow his moss-grown ideas and opinions to be dislodged. The longest way round is the shortest way home for him; the line of least resistance is but a fabulous theory. If perchance he should be invited by his competitors to talk over business matters outside the narrow confines of his store he would consider such overtures a base intrigue to subvert his business "methods." His employees, in accordance with the natural law of association and environment, follow the beaten trail of their misguided dictator. They are subservient to his prejudices and erroneous ideas. Being compelled to labor they have no opportunity to *work*; their accomplishments are therefore a minus quantity. What could be expected of a retail business conducted along these lines?

Thanks to the pervading influence of the retail associations and the trade press, these benighted ideas and business nightmares are gradually being dissipated and eradicated from the retail fraternity. The steady growth of the State associations offers evidence of this. The establishment of local associations in towns of small size is further testimony. The retail merchant, to use the vernacular of the street, is "coming out of his shell." He is awakening to a realization of the fact that two heads are better than one—that an interchange of ideas and experiences in dealing with the various complex problems which beset the trade is not only beneficial but absolutely necessary to the successful conduct of a business in these troublous times.

The trade press has been perhaps the most influential factor of any in this great plan of education. Without its co-operation the retail associations could scarcely have stemmed the tide of indifference and opposition with which they were obliged to contend. By giving wide publicity to the association movement and setting forth the advantages to be derived through organization the trade press paved the way for a work which has since revolutionized the methods of conducting the retail business.

Run your own affairs right and the world will be run right.

COMPETITION HAS BEEN THE LIFE OF Acme Fasteners

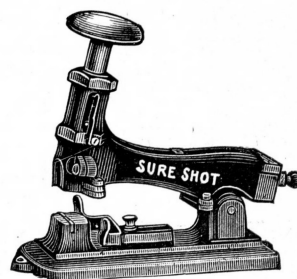


PATENTED

They never show off to better advantage than when they are put in competition with other makes, with one result—ACME LEADS. They are splendidly adapted for binding together papers, light fabrics, ticketing samples, etc., etc.

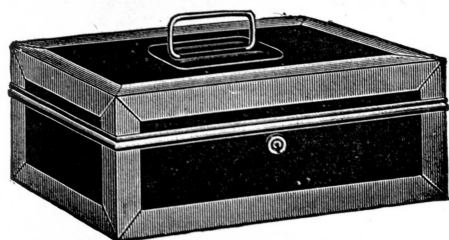
AUTOMATIC DURABLE SIMPLE

If your jobber cannot supply you, write us for descriptive matter and prices of full line.



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ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.



You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,
Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

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**"LADDER"
FEED
BENEATH**

"SWAN SAFETY"

THE FOUNTAIN OF QUALITY

There is no question about the goodness of the "SWAN." The feed is perfect. The LADDER underfeed with its comblike interstices holds the ink so there is no fear of blotting. The GOLD TOP FEED keeps the nib wet with ink and prevents skipping. The two features combined make for a perfect flow of ink. STEADY and even without blots or skips.

PROVE THIS FOR YOURSELF. LET US SEND YOU A SAMPLE.

You need M. T. & Co.'s gold pens. They are fitted to the

**GOLD TOP
FEED
ABOVE**

"SWAN SAFETY"

Prices from \$2.50.

Our terms are attractive.

MABIE, TODD & CO. 17 MAIDEN LANE, NEW YORK
209 STATE STREET, CHICAGO
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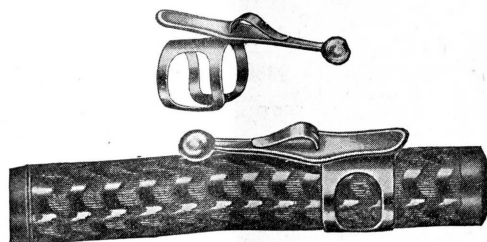
USE
SWAN
INK

USE
SWAN
INK

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

*Sold by all
leading jobbers.*

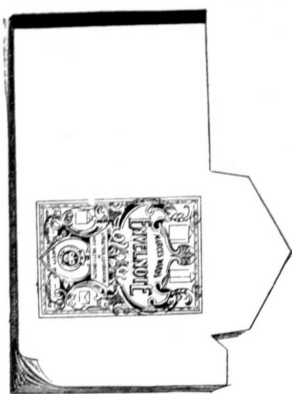
L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

MARCUS WARD'S "ENVELNOTE" TABLET

(PATENTED)

The "Envelnote" is the only practical combination of note sheet and envelope. Put up in tablet form with blotter included. Each containing 25 "Envelnotes" creased and gummed, ready for mailing. Made in a variety of papers including "Art Fabric," white, blue or gray. The "Envelnote" tablet is an indispensable article in the traveler's outfit.

Can be retailed at a popular price. Send a sample order, which can be shipped immediately upon receipt.

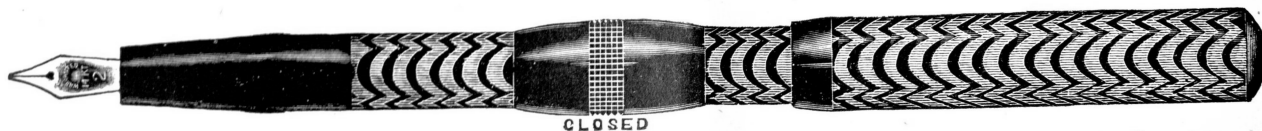


NEW YORK SALESROOM
369 Broadway
Telephone, 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

FACTORY AND OFFICE
116-124 39th St.
Brooklyn, N. Y.
Telephone, 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



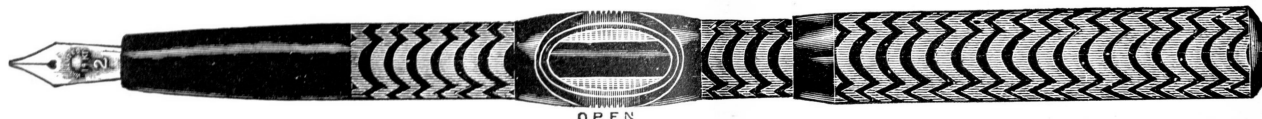
CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.



OPEN

3 Sizes
Retail
from
\$1.50
to
\$3.50.

Plain,
Chased
and
Gold-
Mounted.

Catalog Illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

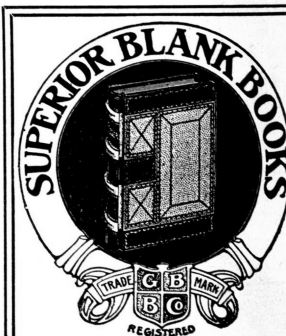
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



ACTUAL SIZE

6 on a card—6 cards in a box

Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

EBERHARD FABER, New York

TRADE ITEMS

Manufacturing stationers and the wholesalers are doing something these days showing their lines. Some orders are coming in, but there is no life to trade as yet. Houses that make a specialty of school goods are fairly busy and expect to be pretty well rushed later on. Strange to say the reports from Boston, Chicago and San Francisco indicate a good trade by the retailers for this season of the year. This business is much appreciated, as things as a rule are quiet with the retailers until the school season opens.

The Postal Committee appointed by President Taft to hear testimony in regard to the rates on second class matter is now holding daily sessions in New York City. The committee is made up of Justice Hughes, of the United States Supreme Court; E. Lawrence Lowell, president of Harvard College; and Mr. Miller, president of the Chicago Chamber of Commerce. On Wednesday, of this week, the magazine and periodical publishers began the presentation of their case.

J. B. Ketchum, of Harlem, New York City, will shortly open a store in the new building on Bloomfield avenue, Montclair, N. J. The store will make a specialty of artist's goods together with a fine line of stationery, and will be a splendid addition to the town.

Contracts amounting to about \$6,000 were let last week in the Mayor's office by the city purchasing committee for school supplies for the City of St. Paul, Minn. The Hackett, Walther & Gates Hardware Company and the Raymer Hardware Company were disqualified. They had no bonds. The Decker company and the Fraser-Daily Company got the hardware contracts. The Volkszeitung Printing Company and B. J. Caldwell got the print-

ing. Melady & Casey got the paper, Maendler Brothers, the kindergarten supplies and the St. Paul Book & Stationery Company, the art supplies.

Ambassadors of Santa Claus have arrived in Jacksonville, Fla., with many distinct novelties which will eventually find their way into the stockings and under the Christmas trees of the children. There are also quantities of things which will please the adults and strain "papa's pocket-book" to the bursting point. These ambassadors, or salesmen, are here to learn just what the children want Santa Claus to bring. One of the salesmen is stopping at the Seminole Hotel, and another is at the Windsor. The Seminole man has opened up thirty trunks containing his wares, and the salesman at the Windsor has two carloads of goods. Judging from the things in the packs, the youth of Jacksonville will have a glorious time next Christmas.

The book and stationery store of J. F. Hill, of Tallahassee, Fla., which was burned recently will be rebuilt.

Orlando Garrison against the National Novelty Company is the title of a petition filed in the common pleas court of Marion, Ohio. The plaintiff seeks judgment for \$238.42 on account.

Fire last week practically destroyed the two-story brick building at 135 South Spring street, Los Angeles, Cal., entailing a loss estimated at \$50,000. The building was occupied by several firms, the Los Angeles Rubber Stamp Company being the heaviest loser.

In a letter sent out this week to members of the Stationers' Association, of New York, President Brewer of this organization seeks the co-operation of the members in getting well equipped men for the three committees to which he must appoint members. The committees referred to are:

(1) Printing, Lithographing and Engraving; (2) Blank Books, Paper and Loose Leaf Books; (3) Office Commodities. Mr. Brewer also calls for questions which may have come to the notice of members in reference to the general conduct of their businesses, which questions might fall within the province of these committees, or the general work of the association.

Marquis Regan for eight years with the Yawman & Erbe Manufacturing Company, Rochester, N. Y., and for the past year general sales manager of the Woodward & Tiernan Printing Company, St. Louis, Mo., has associated himself with the Boorum & Pease Company and the Boorum & Pease Loose Leaf Book Company, whose headquarters are both located at 109-111 Leonard street, New York City. Mr. Regan's special work for the immediate present will be the starting of the initial campaign of introducing the Boorum & Pease Loose Leaf Book Company's line of loose leaf devices to the trade and which class of work he is well qualified to perform. Mr. Regan has accumulated a wide experience in both the advertising and selling ends of the business and has always made a specialty of co-operating with the dealer, not only in setting forth the merits of the goods themselves, but pointing out to the dealer the prospects of developing business in his particular territory and aiding him to increase his business. Mr. Regan's previous work along these lines for the Yawman & Erbe people, practically assures him of success, as with the "Standard" and "Sieber and Trussel" lines of loose leaf devices, both of which are made by the Boorum & Pease Loose Leaf Book Company, he has one of the largest and best assortments to present to the trade.

The Numbering and Dating Machine Department of the Tower Manufacturing & Novelty Company, 306-308 Broadway, New York, which has been under the management of T. M. Osborn for the last 20 years,

IT IS QUALITY THAT WINS

It is the unimpeachable and exclusive quality of the many high grade papers in the lines of Hurd's Fine Stationery which has won and maintained for these lines their position as the peers of all fine writing papers and weddings.

Our Fall Line covers a great many new styles and sizes. We have many beautiful boxes which are entirely new. Our salesmen will soon show you these lines in their respective territories.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

is constantly growing. At the present time the company has no doubt the best assortment of dating and numbering machines of any concern in the city comprising something over 68 different styles, including all of the popular makes on the market. Mr. Osborn's department likewise takes in many other kindred specialties, such as rubber stamps, etc. Any orders sent to the company or inquiries mailed them will receive prompt attention.

Moore Push-Pin Company, of 26th & Fairmount avenue, Philadelphia, Pa., maker of "devices for hanging up everything—little and big," will have booth No. 4 at the National Household Show to be held in Madison Square Garden, New York, August 19 to 26, where it will have one of the best exhibits that has ever been undertaken with its line of products and although its demonstrations and exhibits in former years at the various shows have been very successful and have always attracted a great deal of attention, the company is planning to surpass anything ever before attempted in showing the practical uses to which its products can be put.

These exhibits are really educational and helpful to the trade, as they show some of the many purposes to which these little articles serve. With this information at hand a dealer can no doubt increase his sales by simply being acquainted with their many uses; on the other hand the same information creates a demand on the part of the public as householders and business men see how they can be utilized.

Recently an article was quoted in this journal describing how blotting paper was discovered purely by accident at a mill in Berkshire. But the "Australian Cordial Maker," writing on this subject, says no one knows who or when or where this useful class of paper was invented, and goes on to say that it is mentioned by Rogers in his "History of Prices," as selling in England as far back as 1465. Well we know that sand was in common use until the middle of the 19th century for absorbing ink on writing paper. Was it re-discovered like some other things?

PERSONALS

Alvah E. Reed, formerly with Dennison & Sons, bank stationers, New York City, is now connected with the firm of Le Huray & Co., Inc., manufacturing lithographers, 232-240 William street, New York City.

A picture post card from W. H. Kernan, of the L. E. Waterman Company, New York, now with the Ideal campers in New Hampshire, shows a wonder feat in the fishing line. He says it's the kind of fish the chances are that two of them would have trouble living together within the narrow confines of the little state of New Hampshire.

Frank O. Evans, of Raphael Tuck & Sons Company, Ltd., 122 Fifth avenue, New York, returned last Saturday on the steamer Philadelphia from his trip abroad. To hear him tell of some of his experiences

going and coming would rather deter anyone from making a voyage across the Atlantic. One morning when he was seeking a little air he opened the port-hole and a heavy sea washed in and flooded everything; it might have been different if it had been anything else but water.

Thomas B. Gilroy, who has charge of the shipping department of L. and C. Hardtmuth, manufacturers of the "Koh-i-noor" pencil, 34 East 23d street, New York, has been spending the past two weeks in camp, at Gulf Lake, near Battle Creek, Mich. With him has been the two sons of Irving P. Favor, American representative of the concern, Irving P. Favor, Jr., and Gerald M. Favor. This has been "Tom's" first vacation in years, and he has enjoyed it as much as it has been deserved.

Socrates said: "Know thyself." That was many centuries ago. Today we urge: Let yourself be known. Advertising is the easiest way.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



IT'S THE REPEATS THAT PAY

The first sale is merely the introduction. It's the repetition of that first sale to the same customer that pays.

WARD'S—"A LINE A DAY" BOOKS

Made in
42 Styles

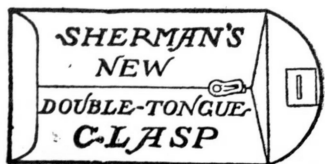
Made in
42 Styles

will prove so valuable and interesting to your customers, that they will come again and bring their friends. Ward's "A-Line-a-Day" Books have created more substantial trade for Stationers than any other specialty. They are only one of many of our trade makers.

WARD'S **SAMUEL WARD COMPANY** **BOSTON**

57-63 FRANKLIN STREET
New York—621 Broadway. Chicago—167 Dearborn St.
San Francisco—833 Market Street.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of

ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper.

Also Sherman's New Double Tongue Metal Clasp Envelope and the

Sherman Linegraphic Envelope. Send for Samples and Prices of Sherman's New Double Tongue Clasp.



SHERMAN ENVELOPE CO., **WORCESTER, MASS.**

NEW PATENTS

Messrs. Davis & Davis, Washington, patent attorneys, report the grant, this week, of the following patents:

999,285.—Binding for Books. S. Williams, Atlantic, Mass.

999,353.—Envelop. R. T. Weiler, Reading, Pa.

999,407.—Fountain-Pen. M. F. Skidmore, Toledo, O.

999,428.—Machine for Dealing Playing Cards. B. L. Baker, East Braintree, Mass.

999,440.—Fountain-Pen. L. J. Farrell, Jersey City Heights, N. J.

999,605.—Folding Penholder. F. Spletstosser, Stryker, Tex.

999,648.—Fountain-Pen. W. A. Houston, Tracy, Minn.

999,666.—Game-Counter. D. McDonald, Louisville, Ky.

999,670.—Machine for Dealing Playing Cards. G. Murch, Capetown, Cape Colony.

PENCIL WOOD

(Continued from page 3.)

is worked into some by-product, as carpet paper or packing shavings.

LARGE WASTE IN MAKING PENCILS.

"It is estimated that 70 per cent. of the bulk and 90 per cent. of the weight of pencil cedar purchased goes to the waste pile. It is thus apparent that the pencil maker is one of the most exacting manufacturers who work in wood. The wood must be soft, and this causes rejection of

cedar-growing outside of a certain limited region in the South. The grain must be straight and free from knots, and this excludes all but clear trunks, though cedar boles are not usually clear many feet of their length. Red rot must be rejected, and this often causes loss of a large part of a log. Black specks, due to old dormant buds, lessen the value of the wood, but do not prevent it from going into cheap pencils. The sapwood and some of the heartwood which is not quite up to the standard for pencils frequently goes to the penholder maker; but the demand is small, and much of that class of wood is destroyed because unsalable. In the past the sapwood was frequently got rid of by allowing it to rot. To hasten the process, the logs were buried under water until the sapwood softened, when it was more easily removed. The process improves the heartwood by softening it and making it brittle, qualities appreciated by pencil makers. At present both sapwood and heartwood are used in pencil making.

THE SEARCH FOR NEW WOODS.

"The search for pencil wood has been widespread and thorough. Formerly new supplies could always be found by going a little farther back, but the time has now come when virgin stands need not be expected. Cedar cruisers have explored all important districts, and first-class timber has nearly all been cut. Old cuttings have been gone over; logs and trees passed by in early years are now taken. Even old

stumps are cut, and some first-class wood is thus obtained. The barns and cabins built of cedar logs and planks many years ago, are not escaping the searchers, and the pencil-makers buy this wood in large quantities. Fence rails and pickets go the same way. In some cases the pencil men secure old cedar rail fences by constructing in their places modern woven-wire structures.

"A wide and vigorous search for substitutes for red cedar pencil wood has been going on for years. Use of a number of woods has been made, but a substitute in all ways satisfactory has not been announced.

BY-PRODUCTS OF CEDAR.

"The by-products belonging to red cedar are of minor importance, but are of some value. Shavings are employed to drive moths from clothes-presses, and a paper made from the waste in lead-pencil factories is placed under carpets in the belief that it protects against insect attacks. It at least serves the same purpose as any other paper in that position. In some parts of the country the pioneers made tea of red cedar chips, which passed as a substitute for the Chinese commodity. Manufacturers of perfumery use a product distilled from the leaves and wood of the tree. An ointment made by boiling the fresh leaves, and also from powdered dry leaves, is reputed a remedy for blistered feet. Red cedar sawdust is sometimes employed by meat packers in smoking meat.

CRANE'S

The Standard of a Century

The Cause

Made in the Berkshire Hills where the air is purest, where the water is clearest and where fine paper making has become a fine art.

CRANE'S DISTAFF LINEN
For those who prefer the antique linen surface.CRANE'S OLD STYLE
An old time favorite.CRANE'S ETCHING
Distinguished and attractiveCRANE'S CHIFFON
With a pleasing writing finish

The Effect

Perfect papers giving pleasure and satisfaction to those who know and demand the best.
Profit winners and business builders for the dealer.

Manufactured in all the fashionable shapes and styles by the

Eaton, Crane & Pike Company

SOLE MANUFACTURING AGENTS
PITTSFIELD, MASS.

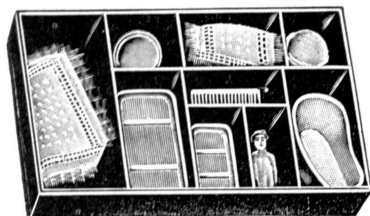
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

CHILDREN'S BATH SETS

Children's bath sets for the amusement of the little folks come in three styles and



can be retailed at 5, 10 and 25 cents. They include bath room accessories, the price being dependent upon the number of articles included. These sets can be had of the New York News Company, 15 Warren street, New York.

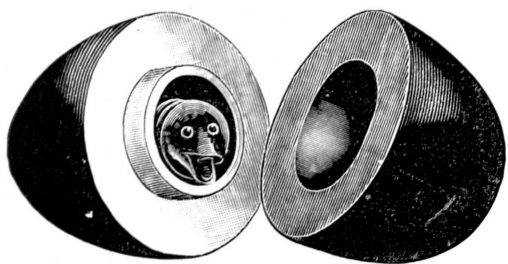
The company is also showing unbreakable soldiers in two sets that retail for 50 cents a box; also a wooden egg containing a horn snake. This Japanese product sells for 10 cents.

COMPOSITION BOOKS

Stationers who are looking around for school supplies will do well to see the assortment which A. L. Salomon & Company, of 345 Broadway, New York, has on display. These books are beautiful in appearance and have exceptional value. As they can be retailed from 1 cent to 25 cents each it can be seen that they cover a wide range.

The 1-cent line is made of cheap news and have stiff board and imitation leather covers.

The 5 and 10-cent lines are very thick and come in press hard and imitation leathers. They have both stiff and flexible covers.



SNAKE IN EGG—N. Y. NEWS CO.

Some of the other 5-cent books that are really worth inspecting by every stationer are the Warrior series, the Famous Battles series, Happy Capers series, Baseball series, Good Old Summer Time series and Jogging Around the World series. These need to be seen to be appreciated.

PRAISE INDEED

"To show how far your paper reaches," said the advertising man of The Tower Manufacturing & Novelty Company, "Some time ago THE AMERICAN STATIONER, 306 Broadway, New York, mentioned and printed cut of our No. 110 Combination Clip Cup and Pen Rack, costing \$24.00 per gross and a few days ago we received a substantial order from a leading house in Germany."

"This pen rack is proving one of our best sellers; we having received as many as 65 orders in one day in quantities from 1 dozen to 5 gross lots."

THE PRICE OF "WINKIES"

That the Winkie stick pins supplied the trade by the New York News Company



INDESTRUCTIBLE SOLDIERS
—N. Y. NEWS CO.

have hit the popular fancy, is attested by the fact that many orders for them have come in since mention of them was made in THE STATIONER a few weeks ago. In the notice the price was, however, wrongly stated; it should have been \$3.60 per gross.

COLORED THUMB TACKS

The Hoge Manufacturing Company, of 108 Fulton street, New York, is meeting with flattering success in marketing its new line of colored thumb tacks. These tacks are in great demand for decorating purposes, as they give an artistic touch to pictures, cards or anything else that may be used to brighten up a room. Their uses are simply countless. The tacks are enameled, the colors being baked on. The process by which this is done makes them thinner and reduces the cost about one-half. They come in three colors and three sizes, the same as the company's regular brass tacks in red, white and blue. The Hoge Manufacturing Company will gladly send samples and furnish further information in regard to this line.



The Buyer and the Manufacturer

The successful buyer is the man who can best give the consumer what he requires. The most successful buyer is the man who works so harmoniously with the manufacturer that he gets exactly what he wants and eliminates "near rights" not only in the goods themselves but also in packing, delivery, etc. We are working together with many of the most successful buyers in the country because they find that we are organized to work in this way. To do so successfully requires an organization particularly trained. Remember that it is owing to the orders we receive from successful buyers that we are the largest manufacturers of Carbon Paper in the world.

We will be glad to submit samples and prices and we believe you will find it to your interest to examine them carefully.

Manifold Supplies Co.

A. L. Foster, Pres.

O. G. Ditmars, Vice-Pres.

180 Third Avenue
BROOKLYN, N. Y., U. S.

SEASONABLE CARDS

Stationers Can at Least Create Some Interest During the Dull Weeks by Advertising "Bargain" Sales—Worth Trying.

While waiting for the schools to open stationers might vary the monotony of occasionally selling a postage stamp by filling their windows with barrels full of regular stock. These, if turned over on their sides, give an impression of a big stock and total disregard of value, the disrespectful way in which they are displayed indicating that the stationers want to be rid of them speedily. Below we give some suggestions for bargain sale signs:

MID-SUMMER

Is a time for Bargains—We Have Many of Them.

WE NEED ROOM

This Means That we are Cutting Values to Move Stock.

SACRIFICE SALES

With us Mean Just What the Word Implies—See for Yourself.

BARGAINS! BARGAINS!!

Our New Stock will Arrive shortly—Old Goods Must Go!

YOUR CHANCE

Is Now! All Prices Cut to Ridiculous Figures—Come in.

MONEY GIVEN AWAY

Selling Goods at 50 Per Cent. Off Is Making Purchasers a Present.

The Story of the Postage Stamp.

England was the first country to use postage stamps. In 1840 the Insular King-

dom issued the first stamps to put on letters. Three years later Switzerland and what was then the Empire of Brazil followed suit. In Germany stamps were adopted about 1844. Comparatively few kinds of stamps have been issued in Germany. Spain has issued 424 and Portugal as many as 846 different stamps. France and her colonies have so far used 1,222 different postage stamps. England on account of its many colonies, takes the lead in the matter of variety, having brought out nearly 2,000 different stamps. A French stamp collector estimates that from 1840 to 1907, all told, about 20,000 different stamps have been issued in all parts of the world, so that a complete collection of postage stamps would have to contain that number.—Papier-Zeitung.

Senator Reed Smoot tells a story about a certain type of man which he calls the "other people's business fellow." One of the kind was trying to extract information from an elderly, prosperous looking man who sat next the curious person in the smoking car.

"How many people work in your office?" he asked.

"Oh," responded the elderly man, getting up and throwing away his cigar, "I should say, at a rough guess, about two-thirds of them."

Subscribe for THE STATIONER—It pays.

VENUS

PERFECT PENCILS

17 BLACK DEGREES—6 B TO 9 H

MADE IN THE FOLLOWING STYLES



PLAIN IN FULL 17 DEGREES



WITH PROTECTOR

The Protector is made of heavy gilt metal, highly polished, fitted with the finest erasive rubber



WITH TIP AND RUBBER

May be had in any degree from 4 B to 9 H inclusive. The tip is gilt highly burnished, surmounted with a green band and fitted with a piece of the finest gray erasive rubber made.

Write for catalogue and particulars. VENUS PENCILS are carried by the leading jobbers everywhere.

Also made in Medium and Hard COPYING degrees—in 6 styles.

AMERICAN LEAD PENCIL CO. 37 WEST 4th ST., NEW YORK
173 LOWER CLAPTON RD., LONDON

JUMBO CUSPIDOR

For a showy cuspidor, it will be hard to beat Tower's "Jumbo," which stands

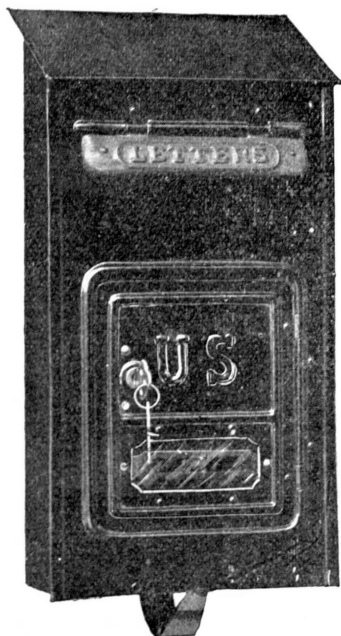


12 inches high by 9 inches in diameter. This is a new shape and is self-righting, and although massive looking is not expensive.

The "Jumbo" costs the trade \$21 per dozen and can be obtained from the Tower Manufacturing & Novelty Company, of 306-308 Broadway, New York.

STEEL LETTER BOX

The letter box shown herewith is a new article that ought to sell well as it fills a want hitherto unsupplied. The boxes come in green, red and black and are strong and durable. A special feature of this box is the fact that it has a glass window near the bottom so that letters can be



plainly seen. It also has a hanger on the bottom for holding newspapers. The box sells to the trade at \$9 per dozen. The Frank A. Weeks Manufacturing Company, 93 John street, New York, is the distributing agent.

DOG HEADED PENS

A novelty in fountain pens is the Typical True Type Dog series now being made by the L. E. Waterman Company. While gotten up primarily as prizes for kennel clubs and dog fanciers, their sale will evidently not be restricted to the members of clubs. These "dog headed" pens include images in relief of all the popular breeds of dogs. The Waterman company will supply further information in regard to them.

**LEATHER SETS**

A new line of high-class leather sets is now being shown in the Fancy Goods Department, of the Tower Manufacturing & Novelty Company, 350 Broadway, New York. These leather goods come in sets for bridge whist, poker, desk, jewel, pin-ochle, military, portfolio, lap tablets, collar and cuff sets, writing desk sets and many others. These sets are made in pompeian

green, oriental red and tuxedo brown. The character of these goods recommend



JEWEL CASE—AMERICAN NEWS CO.

them to the better class of trade as very appropriate and valuable holiday gifts.

ENVELOPE OPENING DEVICE

Aaron Consteley, of Pimpino and Victoria, Australia, contractor, has patented an invention relating to envelopes for correspondence and the like, and particularly to those provided with a thread secured by adhesive inside and along one of the folds or edges for the purpose of facilitating slitting of said edges when the envelope is to be opened. In several instances means have been devised for indicating the presence of the thread and for facilitating the severance of a small portion of the envelope adjacent to the threads by the finger and thumb of the user. It has also been proposed to form a loop at each end of the thread, one part of the loop passing out-



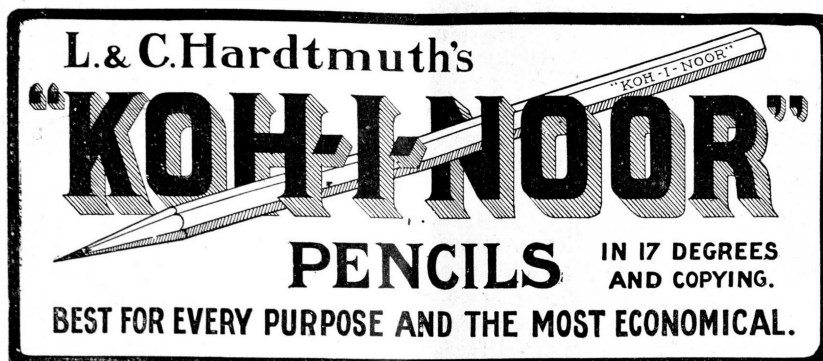
JEWEL CASE—AMERICAN NEWS CO.

side the envelope, or one end only of the thread has been received in angular position inside the envelope whilst the other one projects therefrom. According to the present invention both ends of the thread are laid in an angular position so as to be secured between the flaps of the envelope which are provided as usual with adhesive for securing said flaps and the thread if looped has the loop provided at its center, or the presence of the thread may be indicated by black patches or a perforated portion.

THE DEEP ROOTS OF A SUCCESSFUL BUSINESS

have their source in public confidence—a confidence that is earned nowadays by the quality of the goods handled. To be known as a "House of Quality" every stationer should include a stock of

"KOH-I-NOOR" PENCILS



The known policy of the manufacturer to make the pencils as near to perfection is well established, while the known quality of a "KOH-I-NOOR" is a bye-word with all who have ever used one.

Every dealer should be well supplied with a complete line of "KOH-I-NOOR" Pencils. They represent full value—dollar for dollar—always and at all times.

FAVOR, RUHL & CO., —Importers and— **49 Barclay Street, NEW YORK**
Wholesale Distributors

SLATED CLOTH



Globes, Erasers, Alpha Crayon and other School Specialties.

The Original Andrews Dustless Eraser

BLACKBOARDS

Portable, Reversible, Framed, Roll-Up

HYLOPLATE

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES

32, 34 and 36 Bleecker Street
20 Beekman Street

NEW YORK

WE'VE BEEN SELLING THE SAME PEOPLE FOR FIFTY YEARS.

Isn't such a record worth considering when you are in the market for

RUBBER BANDS?

We believe a concern which has successfully catered to its patrons for so long a period has earned a reputation for reliable dealings and reliability of its products. A trial order of **Ajax Rubber Bands** will convince you. There's a five-year guarantee behind them. Prices and samples on request.

Largest Rubber Band Manufacturers in the United States.

TYER RUBBER CO.

Andover, Mass.

BRIGHTEN UP

Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong. No Slipping, NEVER!

All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y.

NO 1 B

BUSY ON THE COAST

There Has Been a Marked Improvement in Business all Along the Pacific Coast—
A Good Fall Trade Expected.

(From Our Regular Correspondent.)

SAN FRANCISCO, Cal., July 24.—A very marked improvement has been noted in the stationery trade of San Francisco, and, in fact, all along the Pacific coast, within the last week or so. Every one is now busy with orders for school books and other school supplies, and report that this branch of the business is more active this year than for any previous year in the history of the San Francisco trade. More and larger orders have already been received than ever before, and all indications are for a steady increase in this line and for an unusually good fall and winter business in all other lines. Most of the salesmen for the local jobbers are either already out on their regular trips or are preparing to leave in a few days. Very few Eastern representatives have been in lately, as most of the orders for fall goods were placed some time ago, and the first shipments of these will be received in a short time. The retail dealers did a big business in post cards during the last two months, as the three large conventions—the National Sunday School Convention, the National Educational Association and the California Music Teachers' Association, which were held in San Francisco during June and July, brought here several thousand visitors from every part of the United States, and even from other countries.

EXPECT LARGE FALL TRADE.

Isaac O. Upham, of Isaac Upham & Co., says that his house has done a very satisfactory business all through the summer, and he expects a decided increase this fall and winter, particularly after the exposition site and other exposition questions are definitely settled. He says: "The exposition committee is conservative, and when they make their decision it will be a good one and the right one."

N. K. Bigelow, representing S. E. & M. Vernon, blank book manufacturers of New York, has been in San Francisco visiting.

G. K. Fish, of Dixon, Fish & Co., the California street stationers, is now away on his vacation.

The Cardinell-Vincent Co., who represents the Conklin self-filling pen, Hawks-Jackson thumb tacks and a number of other Eastern lines, reports that the demand for the Conklin pens is decidedly increasing. This company is the only manufacturer of vellum tracing paper, which is now being shipped in large quantities all through the East. This is one of the very few Western manufacturing houses that has any great Eastern demand for its products. Mr. Harrison, one of the salesmen for this house, has just returned from

an extended and very successful trip through his territory.

HEAVY ORDERS FOR SCHOOL BOOKS.

Lester Van Nostrand, of the Milton Bradley Co., says that the orders for the opening of the schools this fall are much heavier than last year. The San Francisco office of this house covers all the northwestern territory, as well as California, and the representatives in that field report a very encouraging business all through that section and a marked increase in the demand for school supplies of all kinds.

W. T. Hughes, representing Weis, of Monroe, Mich., was a recent visitor to the San Francisco trade, in the interest of his company's line of filing cabinets and supplies.

Mr. Peters, formerly with Cunningham, Curtis & Welch of this city, but who, for the past year or so has been in the Los Angeles office of Sanborn, Vail & Co., recently returned to San Francisco and has resumed his position with Cunningham, Curtis & Welch.

Mr. Crandall, assistant manager of Cunningham, Curtis & Welch, has just returned from a six weeks' trip to Honolulu, and reports that the stationery trade there is flourishing and conditions are good.

Edw. H. Mitchell, post card publisher, has just returned from his vacation trip in the country. His factory is now working on a large number of reprints of San Francisco, Oakland and southern California subjects, and a new series of Oregon views will soon be turned out.

The Imperial Methods Co., through its San Francisco agents, McNutt, Kahn & Co., is having great success here with its line of filing cabinets and supplies.

The San Francisco Stationers' Association is resting through the vacation season. Some good was accomplished during the last session which, it is hoped, will advance further during the coming fall and winter. The regular meetings of the association, which have been interrupted for the last month, will probably be resumed in a week or two.

M. L. Weil, California and Nevada representative of A. C. McClurg & Co.'s line of toys and novelties, now has a complete line of holiday samples. The display at his San Francisco office is at least fifty per cent larger than before.

Mr. Walker, representing Irving-Pitt & Co., of Kansas City, Mo., was in San Francisco last week.

STATIONERY HOUSE TO MOVE.

The Schwabacher-Frey Stationery Co. will move in a few weeks to its new place on Market street, opposite Sansome. This is a most desirable location, and the building is now being handsomely fitted up for the company's use. This company recently took over the business of the Klimax Karbon Company, and will handle these supplies in its new store. The typewriter de-

partment of the company is now under the management of George H. DeLangton, former manager of the Klimax Karbon Company.

The Portland office of the Bailey Specialty Company has been temporarily discontinued, but will probably reopen during the fall. The San Francisco office of this company has just been moved into handsome new quarters in the Balboa building, where they have much more space for their displays and an ample storage room.

McNutt, Kahn & Co. recently put on the market the "California" loose-leaf ledger, made in its factory, and reports that it has taken very well with the city trade and is finding favor all along the coast.

ALLEN.

Lead Pencil Equals Two-Mile Freight Haul

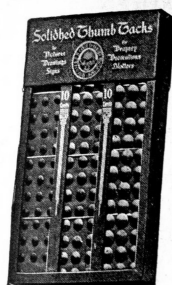
CHICAGO, July 26.—A new method of demonstrating to employees the importance of saving small things is set forth by the Pere Marquette Railroad in the current issue of the railroad employees' magazine. Where several other roads have shown their employees how five or ten cents a day may be saved, the Pere Marquette presents a table showing the cost of various small articles commonly wasted in terms of mileage for a ton of freight.

This shows that every time a postage stamp is used needlessly the company must haul a ton of freight $3\frac{1}{2}$ miles. Other simple examples are: Lead pencil, 2 miles; track spike, 2 miles; one lamp chimney, $10\frac{1}{2}$ miles; station broom, 35 miles; lantern, 100 miles; track shovel, 90 miles; 100 pounds of coal, 20 miles; one gallon engine oil, 50 miles.

Is Business Vitally Dependent Upon Advertising?

What would happen to the business houses, the factories and mills of the United States, should every magazine, newspaper and trade paper cease publication? This may seem an idle question, yet it had a serious aspect to Chicago department stores on the occasion of a recent strike on a Chicago newspaper, when all the newspapers came out one day without any advertising. It is reported that on the day in question the Chicago shopping districts had a deserted appearance characteristic of a holiday. Business streets customarily thronged with buyers were practically empty. Listless clerks idled away the hours behind unfrequented counters. The street cars that were usually crowded with women purchasers at certain hours carried a bare handful of passengers. It would seem from this that advertising has become vitally necessary to business existence, and the merchant or manufacturer who endeavors to get along without it is out of step with modern requirements, and cannot hope for success unless his business is unique among the business of the country.

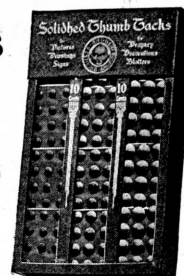
—American Printer.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

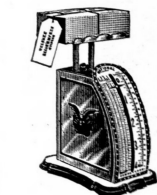
They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



National 4 lbs.
Union 2½ lbs.
Columbian ... 2 lbs.
Star 1 lb.
Crescent 1 lb.



Mail and Exp. 16 lbs.
Commercial .. 12 lbs.
U. S. 4 lbs.
Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

With No. 2
Gold Pen.



\$2.00

With No. 5
Gold Pen.

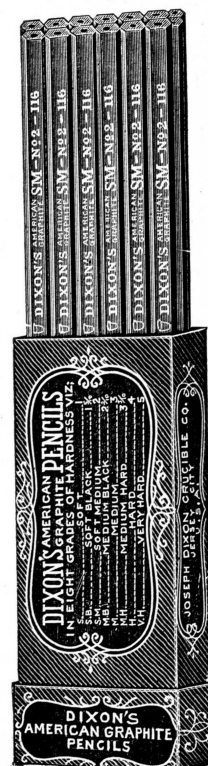
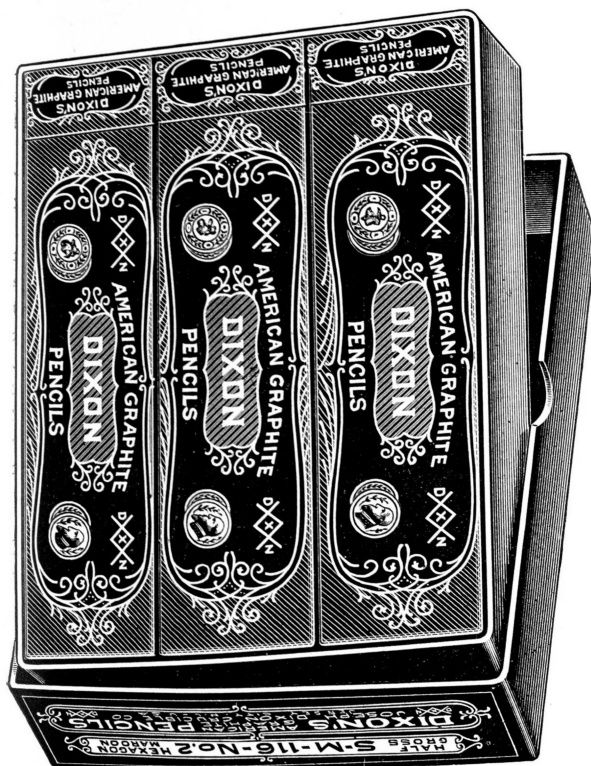
THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.
WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.
J. ULLRICH & CO.
27 THAMES STREET. NEW YORK CITY

This illustrates the new packing of the

Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

JOSEPH DIXON CRUCIBLE CO.,
Jersey City, N. J.



THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

| | |
|--|--------|
| One Year..... | \$2.00 |
| Six Months..... | 1.00 |
| Three Months..... | .50 |
| Canada and Foreign Countries per year..... | 3.60 |

Remittances may be made by draft, express or postal money order, or registered letter.

| | |
|--------------|-------------------|
| Telephone | Cable Address |
| 4603 Beekman | Catchow, New York |

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Goldsmith Bros., San Francisco, Cal., in renewing subscription to "The American Stationer" write: "We are well repaid for this expenditure, receiving much useful information during the year."

SCHOOL GOODS

Now is the time when the wise stationer looks over the market with a view to laying in an attractive and varied stock of supplies with which to cater to the wants of the school children. As there is only a month ahead before the opening of the schools there is no time to be lost. It is well, therefore, to go to market at once, or if the travelers are due about this time be sure to be in when they reach town, as they cannot afford the time and expense of making a return call on the chance of seeing you the second time.

By all means don't miss the chance of visiting the special displays by travelers in the nearby big towns that are held for the special benefit of the small retailer. Even if it costs a few extra dollars to see the new goods you will be well repaid, as you are thereby afforded the opportunity of sharing in the good numbers before the clever merchants have gobbled up the sure sellers, leaving only badly broken lots to their less enterprising fellow stationers.

As the fall season really begins with the sale of school supplies, stationers should be in a position to show a line that will evoke hearty approval from the children of all ages, as they flock in to look over the new goods. Some specially attractive numbers must be displayed for the children in the different grades. Without some "leaders" a stationer's case is hopeless, as the children are quick to spy out new goods and being impressionable they will not tarry long in a store that has no attractive goods with which to hold their trade. Even if the numbers shown are of good value the children's natural craving for something new will impel them to go elsewhere in search of novelties.

In order to make sure of the novelties, which are nearly always the good sellers, the stationer must go to market early or he will find that the novelties are all gone. So unless a stationer is in the early bird class the chances are that he is a "dead one," being willing to drift along selling the same old stock all the time. Such men are satisfied if they make a living and as long as they pay rent and support their families they think they are fortunate indeed. Not so with the live stationer, he is constantly on the lookout for novelties, knowing that his existence depends on being able to arouse in his customers fresh interest in regard to his stocks.

This year all the big distributing concerns have a fine line of school supplies that are well worth the early attention of the trade. In the assortment are many beautifully gotten-up numbers and others, while very cheap in price, yet give good value for the money.

In looking over a sample line of school goods this week we were struck by the elaborate way in which most of the articles were manufactured and on expressing our surprise at the beauty of the goods and their manifest value the wholesaler said: "We had to do it, it's simply a case where the stationer, in order to hold his own against the 5 and 10-cent stores had to give his trade a better article in every way. He had to be able to show designs that were original, high-class and at the same time contain good value. Just how the manufacturers have been able to produce these goods at the price I really don't know—but it was a case of "do or die," because the competition of the 5 and 10-cent stores is fierce in many places and the stationer must be very much alive to hold his trade."

ROUNDABOUTS

BY THE TRADE LOUNGER.

Anybody with half an eye could tell that this was vacation time by the deserted appearance of the city streets. Then, too, the listless way in which people amble along is mute evidence that the weather is depressing, or that they only just got back from a vacation and are wishing they were dead.

Returned vacationists certainly have no interest in business affairs and probably won't recover from their disgruntledness till after Labor Day when they know that every other vacationist is back on the job again.

"We see by the New York papers that the policemen in your city stand on stationery (?) posts. Will you please let us know what these posts are, together with the trade prices and discounts. Send us any printed matter you may have about these posts."

This sounds like a joke, but its only a sample of the queer letters that come almost every day to the offices of one of the big distributing companies in the trade.

Judging from the way foolish inquiries come in to stationery houses one would suppose that the public classed the trade with the junk business in which everything from an anchor to a needle can be found. While the scope of these inquiries is flattering as indicating the prominent place the trade holds in the mind of the purchasing public, still this popularity has its bad features, as witness the requests for information that come in for all kinds of merchandise. The worst of it is that many of these come from regular or prospective customers and can not be ignored.

Up to this week W. H. Kistler, of Denver, Colo., had never been on a steamboat in his life. He made his virgin trip at the Thousand Island in the St. Lawrence a few days ago and now he wants to go home quick so he "can tell the folks" all about it.

Fortunate it was for Kistler that he was with a brother stationer when he took his first ride, as he acted just like a two-year-old kid in trying to see everything all at once. Because of his queer actions the crew were ordered to keep an eye on him until the exact nature of his insanity should be determined. The captain, when appealed to for his opinion said that the fellow was crazy and would probably try to walk on the water in a little while.

Telling of his experience with him his stationery friend said that the questions Kistler asked would make a cow laugh. And in this age when we are all thinking about flying it does seem funny to hear of a man who is just experiencing the thrills felt by passengers on Fulton's boat, the Claremont. This story makes us realize that the World Do Move.

BEATS EXPECTATION

Philadelphia Stationers, Both Jobber and Retailer, Report Business Much Better Than They Expected It Would Be.

(From our regular correspondent.)

PHILADELPHIA, August 2, 1911.—August is here, but typical August business is not. Jobber and retailer join in their statements that the times are considerably better than precedent taught them to expect; that there seems to be a confidence in the future on the part of the consumer and that he is manifesting that confidence not only by talk, but what is much better, by orders. But, of course, there is no rush and no boom in this between season time, when the school-goods trade is only beginning to get active and when thoughts of seashore and mountains and yachts and automobiles occupy more attention than almost anything else.

GETTING READY FOR BIG SEASON.

There are many evidences that the trade is getting ready for a big season by changes in personnel and in material equipment. For instance, Philip Sander, who has been in the business of publishing, importing and jobbing post cards since the trade became an important factor and who, until recently, confined his attention solely to this end, being located at 902 Filbert street, has just taken the store at 424 Market street, 24x110 feet, and is not only going into the retail end of a business which he believes has not yet reached its maximum, but proposes shortly to establish a side line of stationery. He will place soon, orders for papeteries and the like.

STUART BROS. CO. MOVING.

The Stuart Brothers Company, a little down the street, are now moving into their newly acquired adjoining store, giving them three fronts for the present at least. Though the factory building at Tenth and Columbia avenue, has been placed on the market, a new location, more centrally located, probably will be occupied just as soon as a sale is perfected.

GEORGE THOMAS LEAVES WANAMAKERS.

George Thomas, until recently in charge of the stationery departments, commercial and social of the big Wanamaker store, has severed his connection with that establishment and is now connected with Deemer & Jaissohn. His immediate predecessor, William Gormley, who succeeded William J. Mooney, long in charge of the social department, is with A. Pomerantz. Mr. Thomas has been succeeded by J. L. Taylor and Herbert Parker, who were his assistants. Mr. Mooney, by the way, now in charge of the stationery department of the Gimbel Brothers' store, is off on a tour of the Eastern manufacturers. William L. Wadleigh, stationery buyer for the Strawbridge and Clothier store, is expected back shortly

from his buying trip abroad. Miss Kitty Callan, buyer for the stationery department of the Lit Brothers store, left on Saturday for a two weeks' trip to the mountains. H. P. Cobourn has been transferred from the local sales force of the Dennison Manufacturing Company to the Baltimore division and has been succeeded as salesman by W. P. Moore, who was inside salesman.

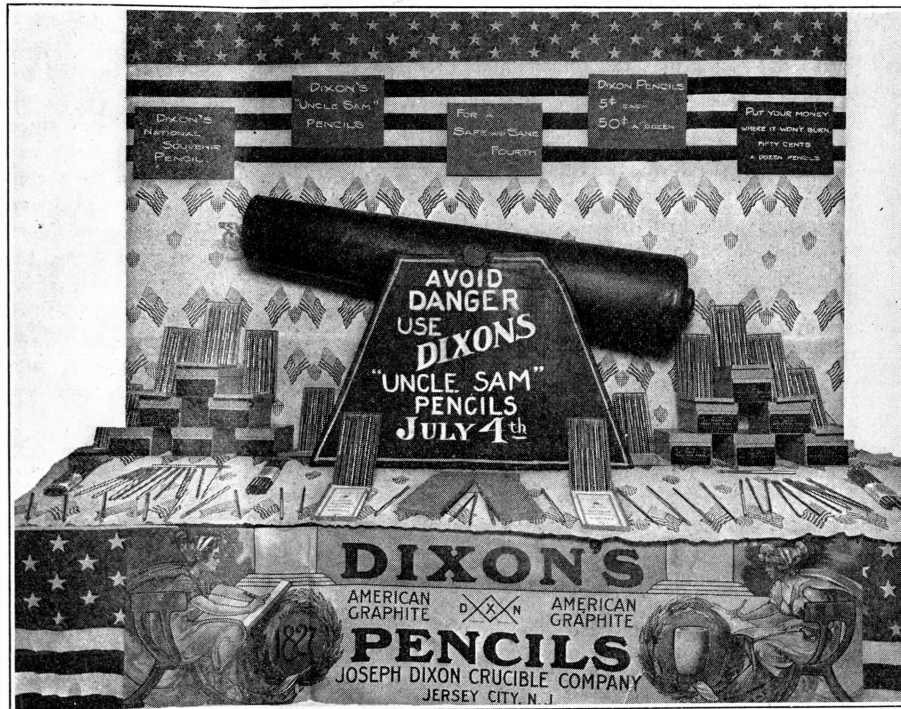
Notice has been given that on August 7 application will be made for a charter for Hofstetter Bros., Incorporated, to do an orders for which will aggregate \$100,000. graving, printing, publishing and blankbook

were made, the thousands of tenders being now in course of scheduling.

Salesmen have not been numerous. They included, however, R. W. Weissenborn, of the American Lead Pencil Company; S. H. Voss, of the Weeks-Numan Company; Arthur Knueppel, of Favor, Ruhl and Co., and B. Josephson, of B. Josephson & Son, manufacturers of stationers' specialties, showing a full line of desk pads. E. R. G.

A "Saner Fourth" Pencil Display

One of the cleverest window displays seen in Boston for a long time was that



A "Saner Fourth" of July Pencil Display which attracted great attention when shown in the windows of Hooper, Lewis & Co., Adams, Cushing & Foster, J. L. Fairbanks & Co., and Hill, Smith & Co., all of Boston, Mass. The idea was originated in the Boston office of the Dixon Company.

making business. The incorporators will be George Hofstetter, William B. Epling and Julius H. Hofstetter.

Clarence E. Miller has been appointed receiver for the Keystone Sporting Goods Manufacturing Company, with bond at \$1,000.

J. Walter Reed, of the Charles Christeson Company, leaves for an Ocean City vacation, and A. E. Parker for Atlantic City. A. E. Phillips is also enjoying the breezes there.

N. Cleg is just about to open a well-appointed retail stationery store at Fifty-second street and Baltimore avenue.

Sympathy went out to Ray Martin, of Boorum & Pease, on the death of his mother. Mr. Martin was in the city several weeks ago, when he was summoned home by his affliction. He returned during the week.

The city's Department of Supplies opened bids yesterday for stationery, blank books, etc., for the various municipal departments. There were many bidders, but no awards

of the Joseph Dixon Crucible Co., gotten up in connection with the Fourth of July celebration. It was a suggestion for the carrying out of the "Saner Fourth" idea, and originated with the Boston office of the Dixon company. With the stars and stripes as a color scheme for the background, an electric blower was attached to the cannon and blew out brightly colored tissue paper, creating a very realistic scene. During the display in the stores of Hooper, Lewis & Co., Adams, Cushing & Foster, J. L. Fairbanks & Co., and Hill, Smith & Co., crowds were continually attracted by it.

To know that co-operation is the real brotherhood of man; that the prosperity of one man does not demand the poverty of another man.

To realize that both the dishonest and idle man, whether possessed of little or much, are fools in themselves and abominations to their communities.

BETTER SENTIMENT

Boston Stationers Are Enjoying a Good Mid-Summer Business, Each Succeeding Week Showing an Improvement.

New England Office,
THE AMERICAN STATIONER,
127 Federal St., BOSTON, August 1, 1911.

There is a better sentiment to be found among merchants in general lines in this section as to business conditions. They are optimistic as to the future, the present and past being forgotten in the anticipation of getting fall business. The spreading of this spirit has had its influence on the stationery trade, with the result that the midsummer business is of larger volume than really expected and the succeeding weeks should show a continued improvement. There was little doing during the past week in the way of orders for commercial stationers. The big demand however, at this time is for souvenirs, novelties and post cards. The thousands of strangers daily visiting the city find some little thing of interest among the stationers to attract them, and this has helped to maintain counter sales.

MONEY SPENDERS IN TOWN.

Boston this week is in the grasp of the money spenders, as starting tomorrow the convention of advertising men, the New England Trade Press Association and the Federation of Trade Press Associations will be opened, to continue for four days. This convention promises to be the most interesting commercially ever held in this city, as the brainiest of the world's producers of publicity will give talks before the delegates.

Great interest is being taken in the effort in the various localities to secure the convention for next year, and St. Paul, Minn., and Dallas, Tex., have each sent large numbers of delegates fully loaded with the "reasons why" their city should be selected. Both delegations have worked hard in this connection, and no matter where one turns he is confronted with a reminder of Dallas or St. Paul for 1912.

WALTER F. CUSHING BACK AGAIN.

The many friends of Walter F. Cushing, of Adams, Cushing & Foster, will be pleased to know that he is again at his desk as busy as ever after a ten months' siege of illness. To those who did not know of the little hope which was at one time held for his recovery he does not look as though he had ever been away from business a moment.

H. R. Hale, New England representative for the Acorn Brass Mfg. Co., of Chicago, and the Multipost Co., of Rochester, N. Y., is meeting with good success in introducing these machines in this section, and this week has a demonstration of both stamping and sealing machines in the window of W. M. L. MacAdams which is attracting interesting crowds.

STATIONERS AS TENNIS PLAYERS.

George W. Pratt, of the J. L. Fairbanks & Co., left yesterday for the Crawford notch at the White Mountains to take part in the tennis tournament which is being held there this week. If George appears to be as good a tennis player as he did a base ball player during the recent outing of the Boston stationers he no doubt will return with several of the first prizes.

HUBBARD'S DISAPPEARANCE A MYSTERY.

The disappearance of Arthur W. Hubbard, who was formerly in the stationery business at 49 Bromfield street, is as much a mystery to his family and relatives as to his acquaintances in the local trade. He left the city just prior to his assignment without notifying anyone as to his going, and has not been heard from since. To outsiders it appeared as though he was doing a thriving business, having two connected stores well stocked with stationery, photo supplies and picture framing business. The assignment was brought about by the Liberty Trust Co., to whom he was indebted for \$2,000. Allen H. Sturgis, of the trust company, and A. B. Cook, an attorney, were appointed assignees, and they disposed of the stock by auction several days ago.

J. Elz, of the Samuel Ward Co., is to spend the next two weeks at Chebeague, Me.; Samuel Ward of the same company is expected to return today after a month's outing at Eggremoggin, Me.

W. H. Steel, representing the Sanford Mfg. Co., of Chicago, and Walter F. Springsteen, representing the Thompson-Smith Co., of New York, were the only two traveling representatives to be recorded as visiting among the local trade during the past week.

The real hit of the parade of the advertising men in the convention here this year was made today by the members of the Canada Advertising Association who dressed in Highlanders' costumes marched to the tune of bagpipes and received a continuous ovation during the line of march. They are out for the convention in 1913, and if the reception they have received so far counts, they no doubt will secure it.

A. A. TANYANE.

House Organs Not Read

Who does not recall the phrase "Every Man His Own Printer," which graced the newspapers and magazines some years ago? Present conditions seem to warrant the phrase "Every Man His Own Publisher." There does not seem to be a business house, manufactory, organization, or district that does not invest a large amount of its advertising appropriation in publishing and printing its own "house paper." The question has been raised whether the same money placed in the standard established publications would not bring better

returns from an advertising viewpoint. California has been doing considerable advertising and the Sacramento Valley Development Association has just raised fifty thousand dollars by popular subscription for the purpose of booming the district. The Chico (Cal.) *Enterprise* takes a position that "the project of starting a Sacramento Valley magazine is the utmost limit of folly," and claims that "the average reader sets little store upon the printed message which comes to him gratuitously and unsolicited. Even when expensively gotten up, it is usually glanced at and laid aside. It is the paper or periodical for which one pays a nickel or a quarter and settles down to read through from cover to cover that is the really valuable advertising medium. Space in such a publication costs good money, but when judiciously bought and used, brings good results."

It is a fact which cannot be denied that money spent thoughtlessly and foolishly for booklets and house papers which are given away gratuitously and promiscuously is to some extent wasted. We have seen small house papers containing excellent reading matter thrown aside by the same person who would go to a newsstand and pay ten cents for a little pocket magazine that was *no more interesting or instructive*. It is a well settled fact that a person values that which he pays for, and advertisements in a good trade paper or general magazine are for this reason valuable. This condition is realized by houses issuing elaborate booklets or catalogs, who do not send them promiscuously but by request from persons interested.—*The American Printer*.

Take Your Medicine

Before you move another step on the rung of that ladder you're likely to have to take some medicine. The old school apothecary used to make it bitter for effect. If your prods and your shocks and your disappointments are bitter, keep on. They're effectual. A man who quits his job because he's called down hasn't arrived at that brainy period of his life that tells him medicine taking is very wholesome.

Your weakness is going to be told you if the boss does his duty. Learn of him. It isn't that he likes the task. He likes you. If you weren't worth correcting, he'd put another fellow that was in your place. The danger is in your not opening your eyes. Most of us turn down good advice. We do it out of pure conceit or pure ignorance.

"Lately your profanity is very objectionable," said one friend to another. He intimated that their companionship would have to be cut to a great extent. He said, too, that other fellows had spoken about it. "Thank you, my boy," said the friend who took the medicine.

W. E. SWEENEY, in Playthings.



Southworth Company
Mittineague, Mass.

IT IS CREATING BUSINESS

for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

SOUTHWORTH CO. MITTINEAGUE MASS.

Makers of High Grade Papers

There are years
of success back of
Carter's Inks
and years of success
ahead of the dealer
who sells them

When School Opens

You'll want to be stocked with the big-selling tablets, note books, etc.—McClurg's famous and popular

Student's Line

The best all around line that covers absolutely the student's needs in all grades. Uniform style, plain, sensible and durable covers, made to use. Send for samples, posters, window display suggestions, and other selling helps.

*"Everyone is going to Use
the Books with the Prom Covers"*

Complete Catalogue of School
Supplies Now Ready.

A. C. McClurg & Co.

330 E. Ohio Street,
CHICAGO.

DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY

No. 130 MARGUERITES | **No. 9 TALLY-HO**

GOLD EDGES WHIST SIZE
LINOID OR ENAMEL FINISH

SOMETHING NEW

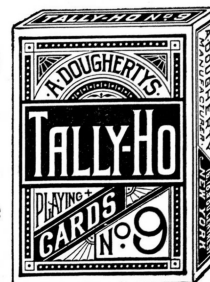
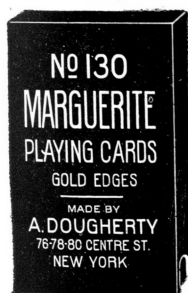
A Perfumed Card

Six floral back designs in natural colors.
A valuable coupon in each pack

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

BUSINESS BUILDING

The Greatest Power in Business is "Man"
Power. Service, Money and All Other
Factors Are Only Secondary.

By A. F. SHELDON,
Formulator of the Science of Business
Building and Editor of The Business
Philosopher.

TALK NO. 3.

The the close of Talk No. 2, I asked, but did not answer the question, what is the greatest power in business?

The regulation answer is, money-power.

In the light of the law of cause and effect the answer is incorrect.

The correct answer is this, the greatest power in business is man-power.

Money is effect, service is cause, and man is the cause of the service. In this sense then, service is effect only. It is the cause of money being made, but man makes the service.

Destroy all the money in the world, and leave man, and man will make more money.

Destroy all the masterpieces of art, of sculpture, of literature, the marvelous inventions of this wonderful age, but leave man, and he will recreate and rebuild it all.

MAN THE LIFE OF THE WORLD.

Destroy all the man-power in the world, and this earth will become an unpeopled wilderness—a dead waste. It cannot be otherwise; for man is the life of the world. He is the creator, the builder, the artist. Man is the invention of God, but commerce, art and science are the inventions of man.

The scientific fact is this, you can destroy the effect, but not the cause.

I bring the question of man-power so persistently and prominently before your view, because while the science of business-building embraces the science of service, the science of profit-making, it is pre-eminently the science of man-building.

Since I am a business man writing to business men on a business subject, let me give you a business illustration.

Think of the greatest business institution with which you are intimately acquainted. Having it clearly in mind, now think again, and imagine that in one day by flood and fire and panic all its property could be destroyed, but that everybody, from porter up to president, stood together, shoulder to shoulder, and bound by bands of loyalty, said, "We will hold our organization intact. We will live on bread and water, if necessary, for sixty days. We will not disband. We will start all over again."

You, as well as I, know that with its man-power unbroken, its management could go to the money marts and command the capital to start all over again. Why? Because the money-powers would know that their loans would be repaid—yes, and with interest—by an organization, however bankrupt in funds and material equipment,

with such splendid man-power behind it.

But suppose that death should strike dead every one from porter up to president, thus destroying all its man-power, what would become of the business?

When we say a nation is great, we mean the men who constitute the nation are great. When we say a business is great, we should mean the men who run the business—the men who provide the service.

So then, while business is man-power plus money-power, in final analysis it is one power only—man-power.

Make the man-power right, and the money-power will have to be right. See that the source of the fountain is clear, and the water that flows from it will be pure. Cause and effect, cause and effect: the world of business is an endless chain of cause and effect.

HOW TO DEVELOP MAN-POWER.

I am talking with you now, Mr. Employer.

The first thing to do is to recognize the value of man-power. Recognize the fact that it is the most valuable thing in your business; then recognize the fact that you are a teacher.

Approximately ninety-eight per cent. of the world are employed by the other two per cent. The two per cent. are therefore consciously or unconsciously teaching the ninety-eight per cent.

Many employers are conscious of the fact that they are teachers—teachers of the science of service to their employees. Such men are the master business-builders. May we have many more of them. They are leaders in progress.

Many do not recognize their functions as teachers at all. Naturally the poor service they and their employees render to the public makes the public avoid them. Instead of graduating from the college of success the only diploma they ever receive is a discharge from a bankruptcy court. They failed, because they refused to learn.

BUSINESS-BUILDING TEACHERS.

By words and by deeds all employers are teachers. When the president is talking to his managers he is teaching them from the ripeness of his experience. When the salesmanager is writing to the salesmen or sending them bulletins or talking to them individually or in convention assembled he is teaching them—imparting to them the results of his knowledge of the goods and conditions governing the sale of goods. When the chief accountant checks up the bookkeepers under him he is able not only to point out their errors, but to teach them better systems to avoid future errors. When the department head—it matters little what department he heads—goes over the work of his assistants and subordinates, it should not be so much to condemn them for errors, as to impart to them a better way of doing things—a better way of rendering more efficient service—hence of building business.

Ever the man above should teach the man below. If not, what right has he to occupy a higher, more lucrative position? Does the private get the pay of the general? Or the sailor of the admiral? No; because the latter knows what the first knows, plus.

But suppose the general or the admiral fails to train—to teach his men—to impart his "plus" knowledge—so that they fail to become masters in the art of war—each according to the position he occupies—and a battle should take place, would he not invite disaster and personal disgrace?

There is a limit to what every man can do himself; but he can multiply his power a hundred-fold, a thousand-fold, by becoming a teacher.

Mr. Employer, it is up to you not only to make yourself efficient; but every employee, however subordinate he may be, a post-graduate in the art of rendering service. There is no man who cannot render some service to the world, and every man, woman and child in your employ, Mr. Businessman, must be made to serve—and serve well—if you want your business a success.

Every employer is striving for one thing—efficient service. To get this, two essentials are necessary.

THE TWO ESSENTIALS OF EFFICIENT SERVICE.

First, technical knowledge of the work one has to do.

Second, knowledge of the fundamentals underlying all business success.

DEVELOP YOUR "SUCCESS QUALITIES."

The worker must develop his "success qualities," else no matter how much he knows about his business his effort shall result in inefficient service.

A COMMON MISTAKE.

The best employers largely confine their efforts to teaching but one of the two necessary things—namely, technique.

Technique never made a great artist or a master business-builder, though there was never one without it.

There must be a man behind the technique—personality behind the tool. The efficient man with efficient technique is the artist—the master business-builder.

To be successful, organizations must teach their men not technique only but the fundamentals of character development. Not only the president must be efficient, but the cash-boy and even the porter. Every link in the chain must be well soldered if the chain as a whole is expected to hold together.

"Efficient men—efficient service" are the watchwords of success.

Don't be afraid to pay enough for your advertisement to give it elbow room, or enough white space to show it up.

Success in business is in a direct ratio to the amount of money left at the end of the month when all the bills are paid.

EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE
STATIONERY TRADE

A. L. SALOMON & COMPANY

Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



Mr. Stationery Dealer

Don't Miss
Your Share

of this trade. We
will help you get
it by furnishing
you imprinted ad-
vertising matter of
our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.



Marca de Fabrice—"Princess"

PRINCESS COVER

Papers for Catalogues and

STAR Manifold LINEN

Add quality and distinction to printed matter

We also make Paper for Carbon Mani-
folding in all its branches



C. H. Dexter & Sons, Windsor Locks, Conn.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular

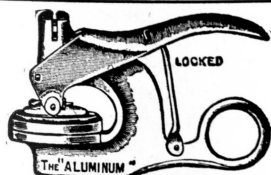


The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequaled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

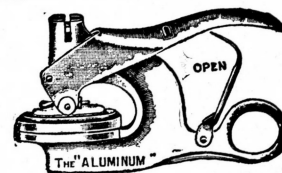


WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES

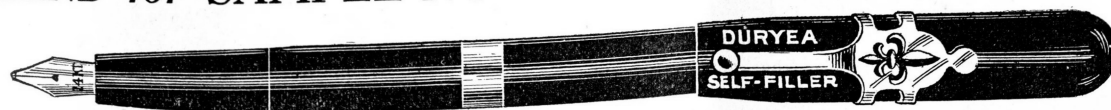
SIZE OF DIES 1 1/8" DIAMETER



Sold by All Up-to-Date
Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH
14 Kt. No. 2 PEN

\$8.00
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

RETAILERS' ADS.

Reasons Why the Retailer Should Advertise—Essentials to Success—Service the Great Thing—The Campaign.

"It was only last month that I was chatting with the manager of a very big advertising agency which makes a specialty of offering service to tradesmen in Provincial towns as to the respective values of the various trades as advertising propositions," says T. Arbutnot in the Stationery World of London, Eng. "Where do the stationers come in?" I asked. "Nowhere, or as near as they can get to it," came the prompt reply.

"He went on to explain that the stationery business was one which offered peculiar difficulties to the advertising man.

"Stationers, he said, were by far the most unenterprising class of tradesmen we have in the country, and because they cannot see the advertising paying, as the draper can, for instance, when he advertises a special line of millinery, they will not spend money on it. Of course, the stationer has no particular seasons to work on, apart from the Christmas trade, and he does not carry many lines that he cares to advertise in an average-sized town.

WHY THEY DON'T ADVERTISE.

"A stationer won't advertise pens or ink, because he thinks they are not big enough lines, and the heavier-priced articles, such as fountain pens and artists' materials, are advertised for him to a very great extent.

"Quite a number of stationers, I have no doubt, have been nodding their heads in approval of all this. 'Exactly why we don't advertise,' they say.

"The fact remains, however, that the man who does not advertise misses valuable business. He misses it because he does not force himself on the notice of the people of the locality; and having given them no reason for thinking him a smart or enterprising man, if they want anything bigger than a penny bottle of ink they go to a big store for it.

"Advertising may seem difficult, but if the local stationer is to meet the competition of the big stores, the mail-order houses and that of the man with his shop in his hat, he must advertise.

"The difficulty has been got over, and by the most successful shopkeepers in the kingdom.

SERVICE THE GREAT THING.

"Beyond all other trades, a stationer, to be at all successful, must offer a first-class 'service.' That is to say, he must be prepared to go to any amount of trouble in order to serve his customer, and must give them unlimited attention, however small their wants.

"Yet the stationer doesn't do it. He sells the customer what he asks for, or what he happens to have in stock, and very

rarely tries to get at things from the customer's point of view, and suggest helpful lines. Worst of all, in many cases, he allows his staff to be slack.

"The variety of goods which come under the heading 'Stationery' is so large and bewildering that no one could ever hope to stock even half, and the public recognizes this and does not demand it. But the public *does* expect that when it asks for an article not in stock it should be procured in decent time, be according to specification, and, above all, that the price should not be "skied" because a little extra trouble has been taken over the order.

"The finest thing that advertising can do for a stationer is to tell the public about the good service he offers them, and if the service is there the stationer need not worry about his prospects. In this direction we might remark that advertising ought to be useful in keeping the shopkeeper up to scratch, for once advertise good service and then not fulfil the promise, and the business is doomed.

THE LOCAL NOTE.

"The retail stationer must strike the local note—that he is close at hand; that he carries a large and well-chosen stock; that anything in the stationery line can be got by him quickly, and at reasonable prices; and that what is asked for he will supply exactly—these are the messages the retailer's advertising must give.

"Tell the business man all that, and it is ten to one he will give the shop a trial. Carry out your advertising promises in your business with him, and you have a regular customer.

"Just a word or two more about the service, and this is necessary, because

A BADLY CONDUCTED BUSINESS WON'T STAND ADVERTISING.

"Sell a man a bottle of ink, get to know what he wants it for, and give him the brand that will just meet his purpose, and that sixpenny or shilling purchase will probably be the forerunner of others, amounting to many pounds.

"Customers must be nursed, and to do this a record must be kept of them, so that a good following-up system can be put into practice.

"If a man has bought a quantity of note-paper, a small deal perhaps, it is worth while to inquire as to whether it suited his purpose, and if he has purchased anything in the way of office equipment this should never be omitted.

"The receipt of such an inquiry gives the purchaser confidence in the shop. He sees that he is not dealing with people who lose their interest in him the moment they have got his money.

PREPARING FOR THE CAMPAIGN.

"Once a stationer—or any other tradesman for that matter—has decided to advertise, he has first to set his house in order.

"He must carry the goods, and in this case that means he must have good service to offer.

"Next some special lines for which it seems likely that there will be a good demand in the district must be selected. Much depends on the selection. A good stock must be carried, and this means variety in price and quality. Above all, it is absolutely essential that the retailer should take trouble to find out for himself the particular brand he considers best value for money, and that he should push that brand. This is no light matter. Properly done it will entail a good many inquiries and much poring over wholesalers' and manufacturers' catalogues.

"Let us select one or two lines and discuss their possibilities. The aim of the retailer in this campaign is to appeal to as many sections of the community as possible.

"A good general line, and a point worth considering, too, a paying one, is the fountain pen. All purses can be catered for, and all tastes; but the large variety of fountain-pens on the market only makes the call for discrimination all the more insistent. It is not advisable to stock one brand of pen only; on the other hand, two or three brands should be carried, including one of the cheaper kind. It is no use telling the public that you have a shilling fountain-pen that is just as good as the half-guinea article, because the public won't believe you, but you can tell them that you have a cheap pen which is thoroughly reliable, though not, of course, possessing the lasting qualities of the more expensive article. The "candid note" is always worth striking, and the man who is most candid in his advertising is the man the public approves of.

FOUNTAIN-PEN SALESMANSHIP.

"Selling a fountain-pen is not merely a question of showing one line of pens to a man who has come into your shop, and letting him do a few spirals with two or three different points, and then wrapping up his choice for him.

"The pens must be studied. When advertising the fountain-pen, invite intending purchasers to send you a specimen of their handwriting, so that you can offer special advice on their choice. I remember buying a fountain-pen myself. I went into a shop, and a certain line was shown to me, and, as usual, I was invited to try one or two points. The medium pen suited me fairly well, but I did not feel enthusiastic over it by any means. The assistant stood passively by, and as I did not want to waste a lot of time over it I came away with a pen, which I found afterwards did not suit me as I would have liked it to do.

THE RIGHT WAY.

"Some six months later I had occasion to buy another pen, no manufacturer yet having invented a fountain-pen which absolutely refuses to be lost, and I went

ARE YOU READY**For the Summer Trade**

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.
Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries."

Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



E. C. KROPP & CO.

230 JEFFERSON ST.

MILWAUKEE, WIS.

Manufacturers since 1898

Crayons

"STAONAL"

For Kindergarten, Marking and Checking.

"DUREL"

Hard Pressed for Pastel Effects.

"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"

Dustless White and Colored Chalks.

Samples furnished upon application.

BINNEY & SMITH CO.

81-83 Fulton St., New York

"PAPERS OF QUALITY"**Mountain Mill Snowdrift**

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

MOUNTAIN MILL PAPER COMPANY

LEE, MASS.

SALES AGENTS.

Midland Paper Co., Chicago, Ill.
Wm. H. Claffin & Co., Inc., Boston, Mass.
Diem & Wing Paper Co., Cincinnati, Ohio.
Kingsley Paper Co., Cleveland, Ohio.
Beckman Paper & Card Co., New York, N. Y.
Beecher, Peck & Lewis, Detroit, Mich.

The E. A. Bower Co., Milwaukee, Wis.
F. G. Leslie Co., St. Paul, Minn.
John Leslie Paper Co., Minneapolis, Minn.
Western Penn. Paper Co., Pittsburgh, Pa.
Benedict Paper Co., Kansas City, Mo.

O. W. Bradley Paper Co., St. Louis, Mo.
The C. P. Lesh Paper Co., Indianapolis, Ind.
Johnston Paper Co., Harrisburg, Pa.
A. Hartung & Co., Philadelphia, Pa.
Howard Fisher Paper Co., Baltimore, Md.
Zellerbach Paper Co., San Francisco, Cal.

EXPORT AGENTS—A. M. Capen's Sons, New York, N. Y.

1912

EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

TYPEWRITER CARBONS & RIBBONS

PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 Grace St., CHICAGO

into another shop. The assistant brought me some points to try, but as soon as he saw me handle the pen he said: 'Ah, I see what you want, those won't suit you, but I think I have the very thing.' He had noticed that I wrote with the pen between the first and second fingers, and accordingly brought me a pen with a point that was sloped a little.

"Just the thing I wanted and I know that two of my friends bought a pen at the same shop as a result of my praises of it.

"Don't simply send around cards supplied by the manufacturers, but send a letter of your own, asking, as I have already suggested, for a specimen of handwriting, and adding that you can recommend all the lines which are described in the accompanying advertising matter (for you should use the manufacturer's cards in this way, because he can put the selling points of his pen better than you can) from personal knowledge of them.

"Add also that the pens are the subject of a special display in your window, and that you will be only too pleased if the recipient of the letter will just come in and try one or two.

DON'T BE TOO MODEST.

"Don't be afraid to let the public understand that you know something about fountain-pens, and that your advice on the choice of one is worth having.

"When some time has elapsed send around another letter mentioning that you have not received any inquiry from the recipient as to a pen, and repeating the selling talk of number one.

"I shall have something more to say about circular letters in another article, and so will only add, make it as personal as possible. Have the printing to resemble type-writing, and fill in the recipients name and address at the top on the typewriter.

"To proceed with our selection. Having one general line we want something to appeal to the business people. Typewriter supplies may be one, and filing systems another line. Appeal can be made through the local press, the circular letter, the shop window, and in the case of the bigger firms, a personal call. Gentlemen who are more fully qualified than I am will tell you, on another page, or in subsequent issues, how to push these two lines, so I need not dwell on them longer.

"Finally a line is wanted to appeal to the householder. Many lines will occur to the stationer, and for my part, note-paper with embossed addresses thereon appears to be capable of a deal more pushing than it gets at present. A line in a note-paper advertisement in a magazine caught my eye the other day, and it is too good to be forgotten: 'A gentleman's note-paper.' One could not well have a better appeal. Good paper, with the address neatly embossed thereon means a good deal socially, and this is what you have to impress upon

your public. Presses which one can always have by one are an excellent proposition, and are far more satisfactory than ordering the paper to be embossed by the stationer who keeps the customer's die. This is a line that has not been exploited as it ought, and one in which there is a lot of money.

THE MEDIA TO USE.

"There is not space to deal at length with the media the stationer has at his command, and this subject will be dealt with at length in subsequent articles. Briefly, the media to use are the local press, the circular letter, the catalogue, and kindred advertising matter, the sample and the shop window."

Be On the Job

As the boss of the store stepped into his office, the bookkeeper said:

"John's got the grippe this morning, and won't be down today. His wife called up."

"John must be pretty sick, or he would be down," said the boss. "I know John. He will stay on the job to the last ditch."

If it wasn't for the fact that there are a good many men like John "on the job," it would be a mighty hard proposition to do business at all.

The reliable man is the mainstay of business, says the Merchants Journal. He is the man whom his boss knows will be on the job at the proper time every day unless he is dead.

If you are not a man of exceptional mental qualifications, or unusual mental keenness, you will have to make your reliability your strongest bid for a permanent grip on your position.

The man who is right up to snuff in everything else is a seriously damaged

article unless he couples with it a strong stock of reliability.—Playthings.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

YOUNG MAN as inside salesman in stationery store. Experienced, energetic and willing. Good position to right person. Best references required. A. Pomerantz & Co., Philadelphia, Penn.

CONCERN manufacturing a specialty in printing, and selling throughout the U. S. has facilities for manufacturing or handling an additional line. Address Cogeshall Co., 161 Michigan St., Milwaukee, Wis.

GOOD OPPORTUNITY—Growing educational and literary town near New York. Increased population forty per cent. last ten years. Stationery store established fifteen years. Address Ajax, care American Stationer.

YOUNG LADY, seven years' experience, desires position with a reliable book and stationery firm. Employed now. Address Experienced, care American Stationer.

AMERICAN, 35, wants position, salesman and window trimmer. Nine years' experience in book, stationery and periodical store. References. B. H. Algers, 293 Columbus Ave., Boston, Mass.

FOR SALE—Interest and management established stationery store; best town in South; an opportunity; three thousand cash or more required. Other interest demanding time necessitates this change. Address South, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

SALES MGR. WANTED

A NEW ENVELOPE MANUFACTURING CONCERN, organized to develop a large business, requires services of high class salesman having thorough road experience and broad acquaintance with large envelope buyers, to sell output and assist in formulating a sales policy which will assure positive and healthy growth; rare opportunity for a big man already making good in the envelope field. Address, "Immediate Action," Suite 711-12, Masonic Hall, N. Y.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

Hampden Hoge,
108 Fulton St., N. Y.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards
Hurds Royal Red Stock } \$3.00
St. Patrick Cards } per 100
Hurds Royal Green Stock }
The kind we have made so popular

Report of Raphael Tuck & Sons Co.

The report for the year ended April 30th, 1911, to be presented to the next meeting, states that the trading for the year, after providing for bad and doubtful debts, depreciation and all expenses, has resulted in a net profit of £35,107. To this has to be added the balance brought forward from last year, £4,914, making a total of £40,021. From this has to be deducted directors' remuneration, £3,000, and there remains an available balance for the year of £37,021. Further deductions are made for preference dividends paid to shareholders to January 1, 1911, preference dividends paid to shareholders from January 1, 1911, to April 30, 1911, and an interim dividend on the ordinary shares at the rate of 5 per cent. per annum for the half-year ended October 31st, 1910, leaving to dispose of £17,021. The directors now recommend a dividend on the ordinary shares at the rate of 7 per cent. per annum for the half-year ended April 30th, 1911, making, with the interim dividend already paid on the ordinary shares, 6 per cent. for the year; transferring to general reserve £2,500, and leaving to be carried forward £5,771. The reserve accounts will then stand as follows: Capital reserve account £8,845, special dividend reserve account £35,497 and general reserve account £35,000.—British and Colonial Printer and Stationer.

Unsimplified English

These samples of homophony show our language as it may be and often is writ. At home our funny spelling is as odd as abroad.

A rite suite little buoy, the sun of a grate kernel, with a rough about his neck, flue up the rode swift as eh dear. After a thyme he stopped at a gnu house and wrung the belle. His tow hurt hymn and he kneaded wrest.

He was two tired to raze his fare, pail face. A feint mown of pane rows from his lips. The made who herd the belle was about to pair a pare; but she through it aside and ran with awl her mite for fear her guessed would knot weight. But wen she saw the little won, tiers stood in her blew eyes at the site.

"Ewe poor deer! Why due yew lye hear? Ewer dyeing, aye fear."

"Know," he said. "Isle soon bee awl rite; butt now I'm feint to the corps. Eye aught too bee shone a quite plays."

"Aisle dew my best four yew; neigh mool!" she cried, fore her hart was full of whoa.

Sew she boar hymn two a rheum wear he mite be a-loan, gave him bred and mete, held cent under his knows, tide his choler and beau, rapped him warmly, gave him sum suite drachm from a viol, till at last he went fourth hail and well as a young horase. His eyes shown, his cheeks were read as a flour, and he gambled a hole our. Hens thee end of hour tail.—Tit-Bits.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossel, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Inclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER vertising does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James O. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

MORE LIFE

Chicago Stationers Are Having a Better Trade, With the Outlook for Fall Business Bright—Trade News.

Western Publication Office,
THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, August 1, 1911.

There appears to be a little more life to the stationery business this week and trade is brisker. The prospects are good for better business from now on, increasing gradually until the Fall months, when it promises to be brisk again. The office supply trade has been light for some time, and the trade from this source is certain to grow in volume very soon.

The soldiers' tournament on the lake front ended on Saturday night, and was a great success, although wet weather interfered somewhat with the program.

Harry S. Adams, manager of the Chicago office of the Eaton, Crane & Pike Company, resumed his desk this morning after a month's vacation which was spent in Michigan. Mr. Adams said he greatly enjoyed his vacation and looks as though he had received great benefit from it. He will remain in Chicago until September 1, when he will start on his regular Fall trip.

J. Jarrard, of the Office Specialties Manufacturing Company, Winnipeg, was in Chicago for three days last week. He reported business good in the Canadian city.

Ralph L. Willoughby, manager of the Chicago office of the Whiting Paper Company, has just returned from a month's vacation which he spent at Lake Geneva, where he reports that the fish were biting good, and as a result their numbers were considerably diminished through Mr. W.'s skill as an angler.

J. P. Coyle, of the same office, who takes care of the territory west of here to the coast for the Whiting Paper Company, has just returned from his vacation, which he spent in Northern Minnesota and reports a very enjoyable outing. Mr. Coyle will leave on his Western trip on August 25.

The stock of the Collins-Goodman Company will be sold tomorrow. The stock is to be sold as a whole, bids having been called for by the receiver, which will be opened in Judge Carpenter's division of the United States District Court tomorrow noon.

The Yawman & Erbe Manufacturing Company are displaying this week in their show window the latest improved modern flat-top office system desk, which has all the conveniences of a flat-top office desk and the advantages of filing systems arranged in the different sized drawers for cards and correspondence. This is one of the most complete flat-top system desks on the market. All the papers that an office man needs to have handy are at his fin-

gers' ends. All the drawers are equipped with steel roller-bearing extension slides. This desk is full quarter-sawed, golden oak finish.

H. R. Bullock, of the Carter's Ink office, has returned from a two weeks' vacation which he spent in visiting various lake resorts, where he enjoyed fishing, swimming, rowing, etc., to his heart's content.

E. E. Blankemeyer, representing the Weis Manufacturing Company, Monroe, Michigan, arrived in the city today.

A. W. Faber, Newark, N. J., with a view to giving close attention to this market and to carrying out extensive advertising plans for the introduction of various new lines, has appointed a special representative for Chicago and St. Louis, with headquarters here. John A. Riedell, for several years associated with the firm, has been appointed to this position, and will take charge early in August. Fred Hambrook, formerly Chicago representative, has been assigned to the northwest territory.

F. E. Korn, representing the Merriam Manufacturing Company, Durham, Conn., is calling on the trade here this week.

William Rodiger, president of the Sanford Manufacturing Company, is touring the East in his automobile, and when last heard from was in the Adirondacks, where he states that he was having the best kind of a time.

C. K. Wadhams, representing Z. & W. M. Crane, has sent out cards announcing his arrival in this city August 15.

C. A. Stevens and family have returned from a very pleasant automobile trip in Michigan, upon which he was accompanied by his family and spending over a week.

A. F. Overstreet and A. C. Statt, of the office of Eaton, Crane & Pike Company, have both returned from vacations, which they said they greatly enjoyed. G. G. Souerby will be the next one to enjoy an outing and will leave on his vacation August 15.

As we go to press word is received that the lost has been found. Fletcher B. Gibbs quietly arrived in town and took up his duties at his desk this morning.

THOMPSON.

Only One "Davids" in Inks

The Circuit Court of the United States, under a decision handed down last week, granted an injunction against Cortlandt I. Davids and Walter I. Davids, trading as the Davids Manufacturing Company, and manufacturing ink at 79 Cortlandt street, New York City, restricting them from using the name "Davids" in any form upon the labels of the inks manufactured by them.

This injunction was granted in an action in equity brought by the Thaddeus Davids Company, of No. 95-97 Van Dam street, New York City, makers of Davids' cele-

brated inks since the year 1825, on allegations that the name "Davids" in connection with the manufacture of inks had been registered as a trade mark under Section 5 of the Trade Mark Act of Congress of February 20, 1905, which act authorized the registration of the name of a person or part thereof where the name had been actually and exclusively used in trade for the period of ten years. The Thaddeus Davids Company filed an application for its trade mark in July, 1906, and at that time the name "Davids" had been used in connection with the business for more than eighty years. The complaint in the action alleged that the defendants, Cortlandt I. Davids and Walter I. Davids, adopted as a trade mark the firm name and style of "Davids Manufacturing Company" and began putting on the market inks in bottles on which were pasted labels at the top of which the word "Davids" appeared in prominent type, in the middle of which appeared the word "ink," and at the bottom of which appeared in prominent type the words "Davids Manufacturing Company." The complaint further alleged that goods so labeled were offered for sale as Davids inks and were calculated to deceive.

This case has been of great interest to manufacturers in general and its development eagerly followed by them for the reason that the principles involved are new, in that personal names could not be used as trade marks at common law and could not, therefore, be copyrighted in the United States until the passage of the Act of 1905. The questions of law arising on the pleadings were before the Circuit Court of Appeals about a year ago and the complaint was sustained under an opinion reported in 178 Fed. Rep. 801. Subsequently the evidence in the action was taken and the present decision involves the merits of the controversy.

Failed With Pen and Shovel

A Chicago man thinks himself a poet and for all we know he may be one, but the editors out that way think him a writer of verses and they turned him down with soft words and gentle ways.

Enraged, he concluded to try the shovel where men were shoveling gravel at a wage of three dollars a day. At the end of four hours of this honest toil, weariness, or something else, prompted him to let his shovel drop and offer for sale a few poems to the foreman of the gang. He was instantly "fired." It may be his verses would have been greatly improved if he had been free from all the petty annoyances that go with pens of all descriptions and had had the benefit of the smooth writing quality of a Dixon Lead Pencil. To properly and effectively woo the muse things must run smoothly, and what is smoother or more thought-inspiring or runs in better rime than the lead of a Dixon American Graphite Pencil?—From Graphite.

SUMMER IS THE TIME FOR PUSHING SALES ON
PEN and PENCIL CLIPS



They are a necessary adjunct to the shirt waist or negligee costume and no other makes the pen or pencil so secure as

THE MODERN "B" PEN AND PENCIL CLIPS



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
 Also "MODERN B" Thumb Tacks, Telephone Tablet, Etc.



**PEN CARBON
 BILL BOOKS**

No Press No Water No Brush
 Any Ink Any Pen Any Paper

Many of your customers would find

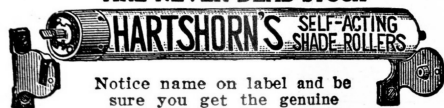
**THIS BILL BOOK A REAL TIME SAVER,
 TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
 Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

**HARTSHORN SHADE ROLLERS
 ARE NEVER DEAD STOCK**

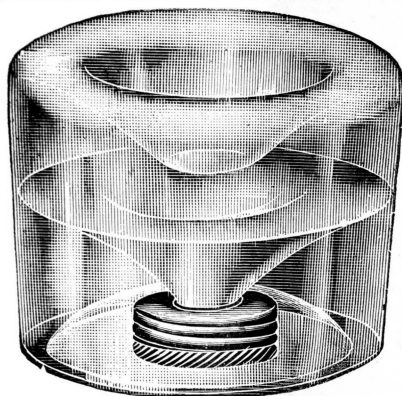


Notice name on label and be
 sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory, E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND
 will not spill if upset; will not leak. To
 clean, unscrew the cap. The Paragon of
 Safety Inkwells.

**FRANK A. WEEKS MFG. CO., 93 JOHN ST.,
 NEW YORK**



In White and Colors Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
 free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
 DANVERS, MASS.



Calendars

Holly Cardy

Bookmarkers

Calendar Pads

Christmas Letters

Christmas Folders

**New Year Greeting
 Cards**

Tally Cards

Score Pads

Dinner Cards

Dance Programs

We Make No Claims

for this line. We don't have
 to—it speaks for itself!

You can prove this assertion
 by seeing the samples. Write
 for them now.



COMPROMISE A DEBT

When an Agreement to Accept Part of a Debt Is Good and When It Is Not—Some Pertinent Examples of Value.

By ELTON J. BUCKLEY.

Copyright, 1911.

I have been asked by two subscribers to throw some light upon the status of a creditor who accepts in full settlement of a claim a smaller sum than the entire debt. In order to make the point absolutely clear, I will cite a case which was brought to me only a week ago.

John Smith & Co., jobbers, had a claim of \$850 against James Jones, a retail dealer, whose credit was stretched about to bursting point, and who had persistently hung back from the payment of Smith & Co.'s and most other claims. As it subsequently appeared, this was done for a purpose.

Smith & Co. had finally about decided to sue Jones, or, with other creditors, take bankruptcy proceedings against him, when Jones made an offer to pay them \$300 in full settlement of his debt of \$850.

His offer was accepted not only by Smith & Co., by all other creditors, to whom he made similar proposals. It came out after the whole thing was cleared up, however, that a few days before he made the offer, Jones had received word that his father had died in the West and had left him a large sum of money. So that at the time he was offering his creditors less than 50 cents on the dollar, he was a comparatively rich man.

The question that arose with Smith & Co. is the question that this article is to discuss, viz., in such a case is the compromise agreement binding on Smith & Co., and are they prevented from going after their debtor for the balance?

The answer is that they are not prevented from going after the rest of the debt, except in certain cases which I will describe. If there was nothing in the case but an offer to pay a certain sum in settlement of an undisputed debt for a much larger sum, the agreement, even if the money has been paid and the creditor has given a receipt in full, is worthless, and in spite of it the creditor can collect the entire balance of his claim.

NECESSITY OF LEGAL CONSIDERATION.

Now the reason this is so, in the ordinary case, is this: Every agreement, to be binding, must have a legal consideration. It is not a legal consideration to do what one would be obliged to do anyway.

The debtor would of course have been obliged to pay his debt, or any part of it, to his creditor; therefore the consideration for the agreement was no more than that he should do something he was obliged to do. That being so, there was no consideration at all in the eyes of the law.

The agreement is not binding, the creditor having merely been paid a part of his own, and he can therefore go after the balance. The debtor can show his agreement and his receipt in full as often as he likes, but he won't last a moment after the court learns the facts of the case.

In these cases, however, the court leans a little to the side of the debtor, and if it can find anything bona fide in the case to constitute a valid consideration, it will hold the creditor to his arrangement and force him to be content with what he has.

Cases in which this is done constitute the exceptions to the above rule.

For instance, suppose the claim is a promissory note for \$1,000, payable in 60 days from January 1. A week before the note comes due, the maker tells the payee he can't pay and offers \$750 in full settlement. The payee accepts, and one week before the note is due, that sum is paid.

In this case the agreement is binding, and the creditor cannot collect the \$250 under any circumstances, because there was a legal consideration here—not the payment of the \$750, but *the payment of it before it was due*. This seems a slight consideration, and so it is, but the law adopts it more as a means of getting the debtor the benefit of his contract than from any other reason.

If the \$750 offer had been made and accepted on the day the note was due, however, the agreement would not have bound the creditor, and he might have collected the balance for the reasons set forth above.

Or, if on the day the note was due a friend of the maker's went to the payee, and said: "You hold A's note for \$1,000, which is due today. He can't pay it and he can't even pay something on it and renew it. If you will take \$750, however, and call it square, I will take the note up myself."

If the creditor accepted, he would be done, so far as going after the balance is concerned, for here there would be consideration. The third party was under no obligation to pay A's debt at all, therefore, if he did pay it, he would be supplying a consideration which would make the agreement to take \$750 good.

WHERE THE DEBT IS NOT CERTAIN.

Another exception is where the sum owed by the debtor is not a certain sum, and where a smaller sum is accepted in full payment. This is a highly important distinction. For instance, A claims that B owes him \$1,500. B contends it is only \$1,000. If B offers to pay \$1,200 in full and A accepts it, he will have to be content with that, for in this case the agreement was the compromise of a disputed unliquidated account, that is, an account not for a certain sum.

In such a case, however, B must deny owing \$1,500 in good faith; if he simply trumps up the admission of the smaller sum in order to give legality to the com-

promise, he will be thrown out of court most summarily.

Another way in which an agreement to accept part of a debt in full settlement of the whole will be legal and binding is when the creditor executes a paper under seal making a gift of the balance to the debtor, or releasing him from it.

Or, to go back to a principle discussed some time ago in this series of articles, if in making his part payment the debtor does it in any way which benefits the debtor more than the way he would ordinarily have done it in, the agreement is binding.

For instance, if he pays it at a place more convenient to the creditor, or in a more convenient form, or trades in property of uncertain value, the contract will be binding.

TRADING IN PROPERTY EXPLAINED.

Perhaps I should explain what I mean by trading in property, as cases frequently arise under this phase of the law.

A retail dealer owed his jobber \$2,500. The jobber was the largest creditor and the debtor, being without sufficient funds, offered the jobber his entire stock of goods in settlement of the \$2,500 debt. He thought the stock would run about \$2,400, but admitted he wasn't sure. The jobber accepted and gave a receipt in full. When he took account of stock he found, the stock was worth only \$1,800.

He sued for the balance of his claim, but lost, as the court ruled that this was a valid contract, the part payment being made in another species of property from what it should have been made in and property of uncertain value.

To put the whole principle of the exceptions in other and clearer words, if the court can find that the debtor, in making his part payment, did even a trifle more than he was obliged to do, it will hold the contract good and the creditor can collect no more. As a late Pennsylvania case put it, if "the debtor does something which he is not under legal obligation to do, this constitutes a technical legal consideration."

A Testimonial on Merit

One of the biggest and oldest manufacturers of writing papers in the United States, and for years an advertiser in THE AMERICAN STATIONER, in a recent letter writes us on the subject of circulation:

"Just how some publishers are able to pull the wool over the advertiser is more than we know unless the advertiser himself is grossly ignorant.

"In the case of THE AMERICAN STATIONER, we do not regard the actual circulation as being so valuable as the fact that it has a decided influence in its field. We do not know whether THE AMERICAN STATIONER sends out two thousand or eight thousand copies, but we believe that those copies that it does send out are, in a majority of cases, read."



Write for Dealer's Prices
on Full Line

most economical paste on the market.

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.



The reason that Consumers always come back for *more* of

Day's White Paste

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A PERFECT PASTE FOR ALL PASTE USES

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the

150 YEARS IN BUSINESS

In order to commemorate
this event

A. W. FABER

is placing on the market
exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices.

Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.



N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

If it's Anything in the Line of
Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES
Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

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Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

ART PUBLISHERS.

- Chas. H. Elliott & Co., 17th St. and Lehigh Ave., Philadelphia, Pa. 31
Thompson-Smith Co., 263 5th Ave., New York 28

BLANK BOOKS.

- Boorum & Pease Co., 109 Leonard St., New York 35
Gresham Blank Book Co., 316 Hudson St., New York 10
Kiggins & Tooker Co., 35-37 Park Place, New York 27
J. G. Shaw Blank Book Co., 267 Canal St., New York 7

BRIDGE SCORE PADS.

- Chas. H. Elliott & Co., 17th St. and Lehigh Ave., Philadelphia, Pa. 31

CASH BOXES, ETC.

- M. Kamenstein, 394 Hudson St., New York.. 2
Merriam Mfg. Co., Durham, Conn. 9

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- Detroit Coin Wrapper Co., Detroit, Mich. 25

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- Ditmars-Kendig Co., 278 Douglas Street, Brooklyn, N. Y. 31
William Mann & Co., Philadelphia, Pa. 33
J. G. Shaw Blank Book Co., 267 Canal St., New York 7

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- American Bank Note Co., Broad and Beaver Sts., New York 2
American Playing Card Co., Kalamazoo, Mich. 25
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Weber-Costello Co., Chicago Heights, Ill. 11

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- Kiggins & Tooker Co., 35-37 Park Place, New York 27
J. G. Shaw Blank Book Co., 267 Canal St., New York 7

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- Buckeye Ribbon & Carbon Co., Cleveland, Ohio 7
International Carbon Paper Co., 206 Broadway, New York 27
Manifold Supplies Co., 188 Third Ave., Brooklyn, N. Y. 14
Mittag & Voiger, Inc., Park Ridge, N. J. 5
The S. T. Smith Co., 11 Barclay St., New York 5

OBITUARY

C. H. DENISON.

Charles H. Denison, inventor of the marginal index system, died Wednesday afternoon of this week in his apartments at the Hotel Winthrop, 125th street and Seventh avenue, New York. He was born in Michigan seventy-eight years ago.

WILLIAM K. POTTER.

William K. Potter, for many years a prominent business man of Providence, R. I., who died recently in that city, was born in Cranston, R. I., December 21, 1843. He received his education in the Providence public schools, and after being in business in the West a few years, started in the tortoise shell business in Providence in company with Samuel F. Knight in 1873, and after the death of Mr. Knight the business was carried on by Mr. Potter and was known as the Providence Shell Works, which business has been carried on ever since by Mr. Potter in connection with the stationery and blank book business, at the corner of Westminster and Snow streets, Providence.

Postcards and Papermakers

A strong resolution protesting against the action of the Postmaster-General in supplying postcards at face value was passed at the annual meeting of the S. P. A. T. A. The Chairman, Mr. Wallis Mansford, warned papermakers and Government contractors who were standing aloof. The trade in 500 million postcards was at stake, and also letter-cards which the Government meant to push. If the trade was shifted into the hands of the Government, the next step would be that the Government would be tempted by the big orders to manufacture these cards themselves, and the papermakers would thus be injured.

Paper Bottles Might Deplete Forests

Following the suggestion of New York State Health Commissioner Porter that paper bottles be used for milk, Superintendent of Weights and Measures Reichmann made the following statement last week at Albany:

"In the first place," said Superintendent Reichmann, "the drain upon the forests in order to supply the demand for paper bottles would be tremendous. I know of one milk concern in New York City which alone handles 7,000,000 bottles of milk a day. Add to the output of this firm that of others and it readily can be seen what an enormous number of bottles would have to be kept on hand for use. These paper bottles are to be used but once, while the average life of a glass bottle is about seven months."

You can easily hide a good store behind a poor window.



B & P Standard Blank Books

STOCK WITH US, MEANS STOCK

When you send us an order for stock goods, they will be shipped to you immediately, because we actually carry what we catalogue. You will not have to wait days and weeks for so-called stock items to be made up specially. You know the time required to reach you by freight or express, and if your customer is waiting, you can assure him that he will get the goods as quickly as they can possibly be shipped.

In other words, our STANDARD of service is as good as the goods, and they are the best that can possibly be made.

You have our catalogue, haven't you?

Boorum & Pease Company

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

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Notes on New Books

A Modern Saint

Some persons with a gift for friendship and leadership are in themselves better than any institution. Even if they did nothing their usefulness would be complete. And yet these very people wear themselves out for the world's work, and so shorten a life that is itself a rare gift to man. Arnold Toynbee, one of our modern saints, the inspirer of the settlement movement in England, had a personality of such fine charm, and he used it so valiantly on the battlefield of social betterment that he died in the midst of his work, clearly worn out, at the age of 30 years.

The book of personal reminiscences of him and of his father, Joseph Toynbee, written by his sister, Gertrude Toynbee (Henry J. Glaisher, London), is a welcome and unique addition to the knowledge of those readers of biography who already know Arnold Toynbee as one of the most lovable of illustrious men. Giving, as this book does, only these personal memories and his private correspondence, it might mislead those who know nothing of his public work as leader, lecturer and teacher of economics.

Our Unfilled Temples

The publishers state that "Non-Church-going: Its Reasons and Remedies" (Fleming H. Revell Co., \$1), is "a book that has received more publicity in Great Britain than any other book published this season." The reason for this is twofold: its subject and its authorship.

The Christian world has awakened to the fact that "in every city and large town there is abundant evidence to show that the churches do not possess a particle of influence with huge multitudes," and the question is: "Why?"

Thirteen men, eminent in Great Britain as churchmen and statesmen, undertake to answer this question, the symposium being introduced by W. Forbes Gray in an able and comprehensive essay. It is encouraging that no one sees more clearly the faults and failings of the churches than the churchmen themselves, nor could confession be more frank than theirs. The Zeitgeist of agnosticism lurking in the subconsciousness of believers themselves is, perhaps, less plainly recognized. Where are now the deathbeds of rapturous expectation? Who now exclaims with the pious Isabella Graham, as a beloved life passes into silence: "I give you joy, my darling!"? This twilight of faith is, perhaps, no less responsible than the fact that too often

"The churches have slain their Christ" for their desertion.

In any case this admirable discussion is a step in the right direction. The book should be read and pondered by all who would fain see the churches once more minister to the spiritual need, which, whether recognized or not, is in every thoughtful human creature.

Helping the Child

In "The Career of the Child" (Badger, \$2.50). Maximilian Groszmann, Ph.D., gives the benefit of his many years of practical educational work in schools, "from the kindergarten to the high school." As Dr. Groszmann was superintendent of the Ethical Culture Schools of New York for some years, and is now at the head of the National Association for the Study and Education of Exceptional Children, what he has to say is of value. He was among the first to advance the new philosophy of education and among the first to carry out his theories in practice.

In the present volume there are twenty chapters, written in a thoroughgoing, scholarly, conscientious, if rather too minute, fashion, whose wide range can be gathered from the headings. Some of these are: "The Significance of the Kindergarten and Its Rational Development," "The Physical Side of Education," "The Manual Principle," "The Mathematical Evolution of the Child," "Hygienic Suggestions," "Grading and Promotion," "Problems of Discipline," and "The Treatment of Defectives."

"Buddie" and Aunt Julia

The first of a new series of books by Anna Chapin Ray, "Buddie: The Story of a Boy" (Little-Brown, \$1), is the wholesome and diverting account of Buddie's life while he is visiting his proper Aunt Julia. Though there is nothing particularly novel in the plot, yet there is a freshness and genuineness in the telling and a keen knowledge of boy nature is brought out, by the way. There was, perhaps, never a more well-meaning boy than Buddie, but, considering some of his wild and woolly ways, if he had gone to live with a spinster other than his pretty, earnest Aunt Julia, he might have had an unhappy year of it. The gradual drawing together and affection of these two—the boy growing more considerate and the prim spinster less prim and spinsterish—is brought out in a very clever and no less human fashion.

Though the book is advertised as one for boys, yet its pleasant pages will prob-

ably be read with interest by girls as well—and even by their elders, who would know something about the doings of a healthy, happy boy and his playmates.

Eighteen-Year Wisdom

Full of charming absurdities is "An Ardent American," by Mrs. Russell Codman (the Century Company, \$1.20), a story of a naive 18-year-old patriot "born and elevated in Europe." Her thoroughly Europeanized mother, "all the contrary from me, * * * has remarried herself to a German diplomat, which makes that I have a little German brother and sister," and has carefully educated this daughter so that she will be prepared "to espouse men of all nationalities." The surprises which America and the American language hold for the young devotee on the occasion of her first visit are set down with the conscientious pains of the Continental schoolgirl, "in English with the help of a dictionary, not only as a lesson but also for my pleasure."

Her American education, prosecuted at West Point, Newport, Bar Harbor, Lenox, and the Boston Settlement House, ends in the inevitable romance, whose developments take on a somewhat old-fashioned complexion in the latter half of the book. One reads less for the sake of the story than for such sage comparisons as this, the fruit of self-directed study upon the lives of "our American authors. I did not ask permission to read the book, as I was sure the subject was correct. I think our literary men, although, perhaps, not so famous as the French, are better peres de famille."

London's Many Centuries

The publication of G. R. Stirling Taylor's "Historical Guide to London" adds one more excellent book to the already enormous number of excellent books relating to the history, art, literature and monuments of the British metropolis. It may be the book does not fill a long-felt want; but it is a good thing to have it, for London has not yet been written up exhaustively, nor anything like it. Mr. Taylor connects a good deal of the history of the city's 1,900 years with her streets, squares and market places, and her piles of brick and stone, and the average sightseer who goes about London with Mr. Taylor's book in hand will find it a very satisfactory volume.

If the book does not take notice of every item in the city's wide and full experience, the obvious reason for its omissions and incompleteness is to be found in the fact that London is not a one-volume town; as the author remarks, one would have to make a library in order to tell the whole story. Mr. Taylor's book is illustrated with reproductions of excellent photographs taken by his brother. (E. P. Dutton & Co., \$2.)

All Women Keep Out!

Joseph Crosby Lincoln, by way of explanation in the "Foreword" of his book, "The Woman-Haters" (D. Appleton & Co., \$1.25), says that it is a development from a magazine story and is even now "not a novel, but a summer farce comedy, a yarn." But he is mistaken. It is as really and truly a novel as any of its class contemporaries and a whole lot better reading than most of them. It is farce, all right, but good, clean farce and always funny though there are situations in it which are anything but funny to the characters in the parts.

Seth Atkins, a Cape Cod lighthouse keeper, and John Brown, a young man picked up on the beach half drowned and converted into an assistant keeper, are the woman haters, one because he was married and the other because he wasn't. They agreed at the beginning not to ask each other any questions of a personal nature and such an air of mystery and secretiveness was sustained until the end that neither knew the other's real name though both suspected that Atkins and Brown were not according to the birth register.

The one thing definitely agreed upon between them was that womankind, regardless of age, nationality or previous condition, was not to be allowed around that lonely lighthouse, originally selected by Atkins because of its remoteness.

Like Father, Like Son

In "Howards End," which reached American readers earlier in the season, Mr. E. Morgan Forster evinced a very pretty comedy gift obscured by a somewhat foggy social philosophy. In "A Room with a View" (Putnam's, \$1.35), the same gift appears undimmed by any overserious intention, and all the philosophy is of that ingenuous youthful sort which urges an honest reckoning with nature as the prime essential. Shockable people, pretentious people, sticklers for propriety and all such as mistrust and deny their natural impulses—with these Mr. Forster has very good fun, continually picturing them discomfited by some unconscious display.

As the chief instruments of his derisive designs he employs two characters, father and son, who take themselves and their feelings with a candid and innocent seriousness. These work havoc to conventional decorum among the middle class English folk at a pension in Florence, and later in an "exclusive" London suburb. The "room with a view," which the older man, un-introduced, forced upon Lucy Honeywell and her embarrassed chaperon.

St. Peter at Rome

The Dean of Gloucester's work, "The Early Christians in Rome" (John Lane Co., New York, \$4), contains a mass of

interesting material, legendary and otherwise, and is well illustrated by admirable photographs. That is the best that can be said about the volume. The material is confused, the style verbose, and the concluding section on "The Jew and the Talmud" has nothing whatever to do with the rest of the contents.

The writer is overcredulous in his acceptance of traditional theories. Not only was St. Peter at Rome, a view now generally accepted, but Dr. Spence-Jones seems to know that he came there as early as 42-3 A. D., that he left there in the year 49, returned in 63-4, was martyred, and that his body now lies in the "confession" under the Basilica of St. Peter, for which latter theory no evidence seems to be presented antedating the fourth century.

A more careful arrangement of material and a stricter use of the critical faculty would have given more value to a book which, as it is, is only a collection of interesting information.

Uncle Jim's Story-Pack

Eight pleasant, human little stories, likely to appeal strongly to young children, are "Next Night Stories," by Clarence Johnson Messer (Broadway Publishing Company). They are evenly strung together by the device of having Uncle Jim give an audience each night to a small group of youngsters, none of whom comments too much to interfere with the interest of the stories themselves. These are told in a happy, "Uncle Remus-like" fashion (without the dialect), and dealing as they do with frogs, chipmunks, donkeys, raccoons and their kindred, they are the sort of tales in which real little boys and girls usually delight. They hold, moreover, an insight into child nature, a moderate degree of fun and a not too obvious moral lesson. "The Hen that Ran Away," "The Frog Girl" and "The Fox, the Raccoon and the Bear" are perhaps the best stories in the collection but all of them will make excellent material for "telling stories to children."

LATEST PUBLICATIONS

History

"The Customs of Old England." By F. J. Snell. New York: Charles Scribner's Sons.

Poetry

"In Sonnetwise." By Fred Raphael Allen. Boston: Richard Badger.
"Osiris and Other Poems." By Joseph J. Coughlin. Boston: Richard Badger.

Religion

"Echoes from Eden; or, the Glorious Trio of Genesis." By Harriet Emma

Wood. Philadelphia: John C. Winston Co. \$1.50.

"Thoughts of a Catholic Anatomist." By Thomas Dwight. New York: Longmans, Green & Co. \$1.

"St. Paul's Friendship and his Friends." By Carl Hermon Dudley. Boston: Richard Badger.

Fiction

"Our Mutual Friend." By Charles Dickens. Two volumes. New York: Charles Scribner's Sons.

"The Queen's Fillet." By Canon Sheenan. New York: Longman's Green & Co.

"The Way of the Gods in Japan." By Hope Huntly. Boston: Richard Badger.

Travel and Description

"Argentine Plains and Andine Glaciers." By Walter Larden. New York: Charles Scribner's Sons.

"Fifteen Thousand Miles by Stage." By Carrie Adell Strahorn. New York: G. P. Putnam's Sons.

Miscellaneous

Including Juvenile and Educational

"Newport Social Index." Newport: Social Index Publishing Co.

"A Reversion of Form, and Other Horse Stories." By George W. Harrington. Boston: Sherman, French & Co. \$1.20.

"Life and Death." By A. Dastre. New York: Charles Scribner's Sons.

"American Church Silver of the Seventeenth and Eighteenth Centuries, with a Few Pieces of Domestic Plate." Boston: Museum of Fine Arts.

"English House Design." By Ernest Wilmont. New York: Charles Scribner's Sons.

"Moody's Manual of Railroads and Corporation Securities." Edited by George Hosking. New York: Moody Manual Co.

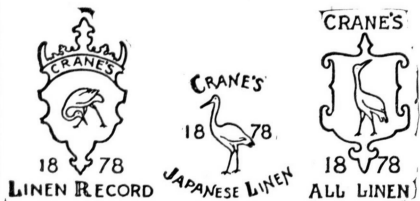
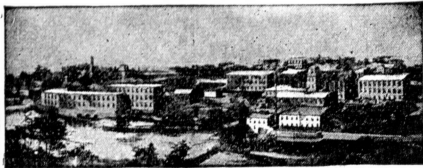
"The Book of Knowledge: A Children's Encyclopedia." Editors-in-chief, Arthur Mee and Holland Thompson. With an introduction by John H. Finley. Volumes IX. to XXIV. New York: Grolier Society.

"Fire and Fire Loses." Prepared by F. W. Fitzpatrick. Chicago: American School of Correspondence.

"Harmonic Part-Writing." By William Alfred White. New York: Silver, Burdett & Co.

"Studies in History, Economics and Public Law." Edited by the Faculty of Science of Columbia University. New York: Columbia University. "Ohio Politics During the Civil War Period," "A Survey of Constitutional Development in China," "New York State During the Period of the Civil War," "The Territorial Basis of Government Under the State Constitutions," "Education and the Moros."

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